



**CARMEL VALLEY  
SIGNAGE GUIDELINES  
AND CRITERIA**

**CITY OF SAN DIEGO  
PLANNING DEPARTMENT**

**Adopted by the  
San Diego City Council  
on  
December 11, 1990**

WILLIAMS

## **ACKNOWLEDGEMENTS**

These signage guidelines and criteria were developed by Pardee Construction Company and Graphic Solutions with the cooperation and assistance of the following parties:

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## OVERVIEW

### **Background**

The Carmel Valley Signage Guidelines and Criteria have been developed in response to the need for a comprehensive program that addresses signage for all use areas and properties in the Carmel Valley Community Plan Area.

The Carmel Valley Community Plan Area encompasses the following uses:

- Residential
- Employment Center
- Visitor Commercial
- Neighborhood Commercial
- Town Center
- Retail Commercial
- Public Facilities

This document establishes guidelines and criteria for the design, implementation, and regulation of signage for each use area. Matrices are provided that outline, by use area, specific parameters for sign quantities, sizes, heights, graphics, location, and lighting. In addition, typical design elevations are included for each permanent and temporary sign type.

The following site-specific sign plans have been presented and accepted for Carmel Valley:

- (a) Residential: Del Mar Highlands signage regulations accepted by the North City West (Carmel Valley) Community Planning Group on 5/13/86.
- (b) Town Center: Del Mar Highlands Town Center Sign Plan dated 3/31/88 approved by the City Planning Director on 6/15/88
- (c) Employment Center: San Diego Corporate Center Comprehensive Sign Plan approved on 3/09/84 as an amendment to the North City West (Carmel Valley) Development Plan #83-0145.1 for Lots 1 and 2, Development Unit 2A, and an amendment of the Comprehensive Sign Plan, Employment Center Sign Plan, EQD84-0097.

(Note: Upon approval of these guidelines and criteria by the City Planning Department, the provisions of the San Diego Corporate Center Sign Plan referenced in (c) above shall be superseded and no longer be in force).

In developing the overall Carmel Valley Signage Guidelines and Criteria, the content and intent of the above plans have been considered and used as a guide. The provisions of these Guidelines and Criteria shall, at the time of their approval, supersede the applicable provisions of the City-Wide Sign Regulations as well as any signage provisions that may have been adopted by the Precise Plans for the individual Development Units.

### Objectives

The primary objectives of the guidelines are:

- To establish signage as a design element that complements landscaping and architectural styles throughout the Carmel Valley community
- To provide signage that is functional and that effectively serves the identification needs of the community and the individual projects
- To facilitate the signage review and approval process by providing design guidelines and criteria that constitute standards of acceptability for signs

### Summary of Features

The Carmel Valley Signage Guidelines and Criteria have been developed to provide signage that is responsive to the needs of the community and sensitive to the surrounding landscape and architecture. Features of the program include:

- Sign illumination is softened and lighting techniques are limited so that sign lighting will be unobtrusive.
- The height of all permanent freestanding monument signs will be restricted to 6 feet or less.
- Permanent wall signs will be designed so that they do not overpower or intrude upon architectural spaces.
- Signage is provided to identify Carmel Valley and to contribute a sense of place to the overall community.
- Secondary site signs will be designed as part of a family of signs where the colors, materials, and details of the project architecture and landscaping form a strong connection with the permanent signage.
- Temporary sign guidelines will provide for the orderly presentation of real estate promotional and directional signs, as well as their timely removal.
- Signs shall be prohibited in any area designated as natural open space.

## Existing Signs

Upon adoption of the Carmel Valley Signage Guidelines and Criteria by the City of San Diego, existing legally permitted signs in Carmel Valley shall be allowed to remain until the expiration of the current permit period. Upon application for permit renewal, signs will be evaluated to determine conformance to the approved Guidelines and Criteria document.

The permanent Commerical Community Area Identification Signs existing at (a) SE corner of Del Mar Heights Road and High Bluff Drive, (b) NW corner of El Camino Real and High Bluff Drive, and (c) SE corner of El Camino Real and High Bluff Drive shall be accepted and may remain in their existing configuration in accordance with City-approved sign permits (see Exhibit A, Page 48). However, lighting intensity shall be reduced to conform to the standards outlined on Page 44.

In addition, upon adoption of this document, signs approved under the Conditional Use Permits listed in the following schedule shall be deemed to be in conformance with the approved Guidelines and Criteria notwithstanding any variations:

### SCHEDULE OF APPROVED CUP'S

CUP #	Sign Description	Location	Date Approved
C-20371	Del Mar Highlands Community Area ID	NW corner of Del Mar Heights Rd and Lansdale Drive	9/1/89
C-20221	Pacifica Project ID (2 signs)	SE and SW corners of Half Mile Drive and Kibblings Court	2/24/89
C-20283	Pacifica Project ID (2 signs)	NW and SW corners of Hartfield Avenue and Crestone Place	5/12/89
C-20104	Del Mar Highlands Community Area ID	SE corner El Camino Real and Half Mile Drive	12/22/88
C-20008	Del Mar Highlands Community Area ID	NE corner Del Mar Heights Rd and Lansdale Drive	8/12/88
C-20007	Project ID-"The Heights" at Highlands Point	NE corner Lansdale Drive and Glencliff Way	8/12/88
C-19924	East Bluff Project ID	Long Run Drive and Kinsella Point	4/29/88
C-19429	Del Mar Highlands Community Area ID	SE corner Lansdale Drive and Del Mar Heights Road	1/23/87
C-19428	Del Mar Highlands Community Area ID	SW corner of Landsdale Drive and Del Mar Heights Road	1/23/87
C-19423	Single-Family Project ID "Alta Mar"	SW corner of Lot 1 on Pantera Way at High Bluff Drive	1/23/87

CUP #	Sign Description	Location	Date Approved
C-19422	Del Mar Highlands Community Area ID	NE corner of Del Mar Heights and El Camino Real	1/23/87
C-19324	Del Mar Highlands Community ID (2 signs)	NW corner of Del Mar Heights and El Camino Real; SW corner of Half Mile Drive and El Camino Real	9/12/86
C-19243	Project ID (2 signs) "Cambria" Drive	SE and SW Corner location of Tiverton Road at Half-Mile Drive	6/20/86
C-19270	Project ID "The Sycamores"(2 signs)	Kellam and Half Mile Drive	7/18/86
C-19060	East Bluff Project ID's (2 signs)	SE and NE corners of Seahorn and High Bluff Drive.	12/5/85
C-18514	East Bluff Project ID's (2 signs) (Lots 109 & 110)	Maritime Place and Lower Ridge SE & SW Corners	08/03/84
C-18136	Del Mar Highlands Community Area ID (2 signs)	NE and NW corners of Del Mar Heights Road and High Bluff Drive	08/20/83
C-18136	Project ID "The Heights"	NW corner of High Bluff Drive and Lower Ridge	08/20/83
C-20077	The Lakes Carmel Del Mar Project ID's (2 signs)	12237 Carmel Vista Road	10/14/88
C-20078	Carmel Del Mar Community Area ID	NW side of Carmel View Road at Caminito Del Mar Shores	10/14/88
C-20079	Project ID	In median strip of Caminito Carmel Harbour northeast of Carmel Vista Road	10/14/88

## DEFINITIONS

### Building Setback

That area of a building site between the property line and the area where habitable structures and required parking are generally built, as designated in the City of San Diego Zoning Ordinance.

### Building Site

One or more legal lots combined and developed with consistent architectural character and under concurrent construction.

### Commercial/Industrial Project

A real estate development that is composed of one or more parcels of a consistent character and which may incorporate multiple uses of a commercial or industrial nature.

### Community

The area known as North City West (Carmel Valley, 1991) as defined in the 1975 North City West Community Plan, and including the additional 91 acres added to the community in 1984.

### Community Area

#### • Residential:

An area within the Carmel Valley community that is composed of contiguous residential, school, park, neighborhood commercial, circulation, and open space areas spanning a minimum of 200 acres.

#### • Commercial/Industrial:

An area within the Carmel Valley community that is composed of a series of contiguous commercial or industrial parcels forming a distinct and identifiable area. Community area designation shall be limited to the following commercial/industrial uses: Employment Center, Retail Commercial, Neighborhood Commercial, Town Center and Visitor Commercial.

### Copy Area

The area of a sign, exclusive of margins, in which copy and graphics may be placed.

### Facade or Fascia Sign

A building wall sign located above pedestrian level, with the sign face parallel to the building facade.

### "50%/70%" Rule for Wall Signs

Where lettering is placed on open wall spaces, the height of the lettering shall not exceed 50% of the height or 70% of the width of the field on which it is placed.

### Freestanding Sign

A ground structure, such as a monument sign, that stands alone and is not connected to any other entity (e.g., buildings, fences, etc.)

### Ground Sign Height

Ground sign height shall be determined by calculating the average distance from the ground to the top of the sign.

### Letter Height

Letter height shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.

### Logo

An image composed of a collection of symbols, figures, design elements, and letters which together form a distinct and unique identifying mark.

### Major Developer

A real estate developer who owns a minimum of one-third of the property located within the Carmel Valley Community Plan boundaries.

### Major Tenant

A tenant of a retail site or building who occupies more than 20,000 square feet of leased floor space.

Mid-Size Tenant

A tenant of a retail site or building who occupies from 3,500 to 20,000 square feet of leased floor space.

Minor Tenant

A tenant of a retail site or building who occupies less than 3,500 square feet of leased floor space.

Monument

A ground structure forming a continuous mass including the sign face, base and its connection to the earth and existing solely for the purpose of displaying signs.

Office Project

A real estate development composed of one or more buildings of consistent character whose principal use is commercial office.

Owner

The party who possesses legal title to the property or site in question.

Pad Tenant

A user who occupies a freestanding building on the street perimeter of a project.

Precise Plan Area

A neighborhood or development unit, as identified in the Carmel Valley Community Plan, for which a Precise Plan has been proposed or adopted.

Retail Project

A real estate development composed of one or more buildings of a consistent character whose principal use is commercial retail.

Residential Project

A residential real estate development of consistent character, which is constructed on one or more subdivisions and has a sales/leasing office.

### Sign Face Area

The area of a sign, including margins, potentially available for display of copy and graphics. The sign face area of monument signs and signs on garden walls shall be computed by drawing a line around each graphic element and/or line of copy and calculating the area contained within the lines. The architectural screening surrounding posts and forming the base of ground signs shall not be calculated as part of the sign face area.

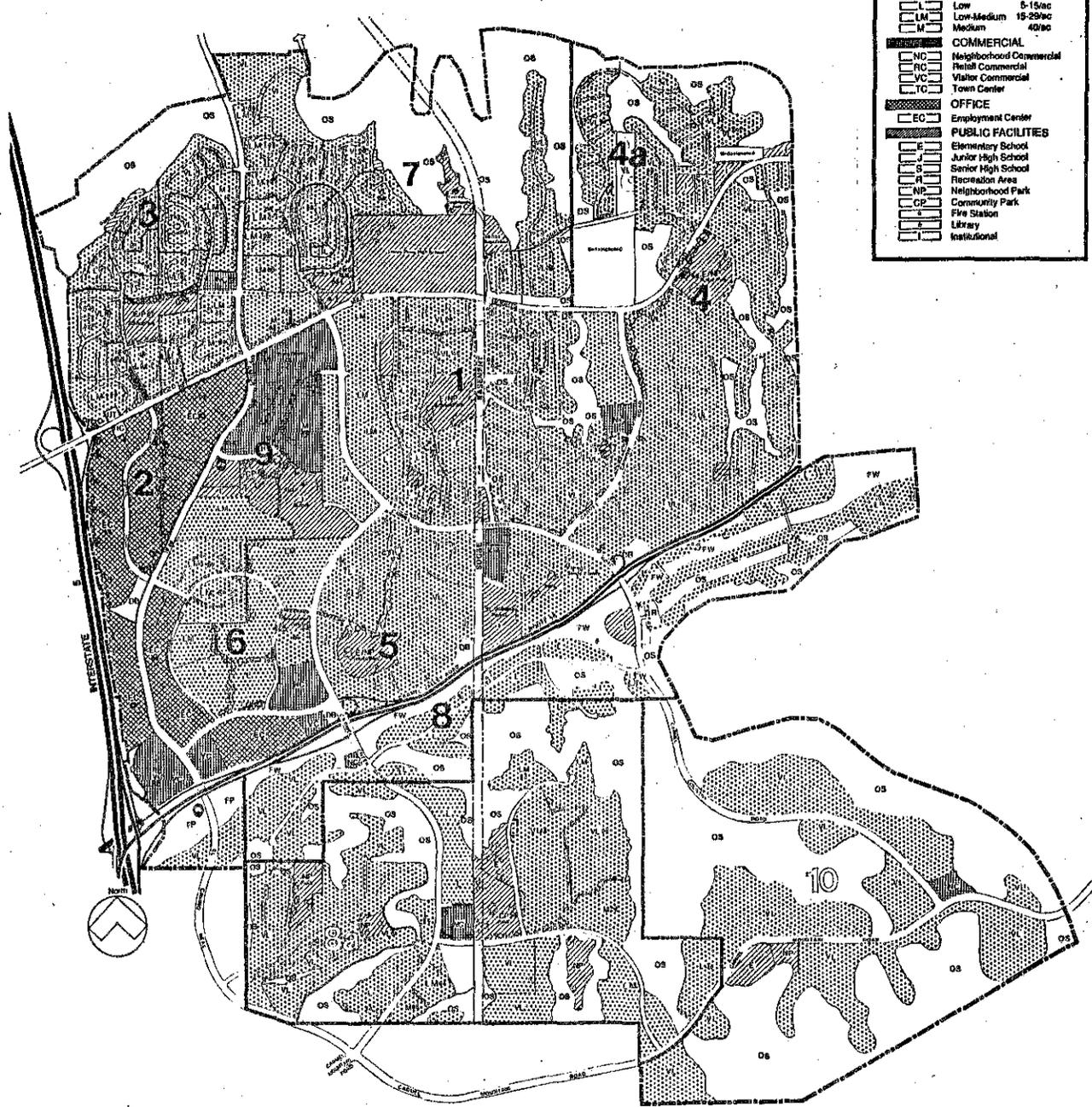
### Site Entrance

The vehicular access(s), from the public right-of-way, to any site intended for use by the general public. This does not include service entrances or exits.

### Wall Sign

Any sign affixed to the elevation of a building wall.

# Exhibit 4: North City West Use Area Map



### MAP FOR PLANNING PURPOSES ONLY

A Community Plan has been adopted by the City of San Diego for the whole area shown. The Community Plan requires the adoption of a precise plan for 10-Precise Plan Development Units. These areas are designated as numbers 1 through 10. The City of San Diego has adopted a precise plan for Development Units 1 through 6 and Unit 8, as shown. Unit 7 has been submitted to the City as shown but it has not been approved by the City. It may be changed or modified by the City prior to final approval. Development Unit 9 is a schematic diagram of Community Plan proposals; Development Units 4a, 8a and 10 reflect the Community Plan. The Community Plan is conceptual in nature and while it shows intended use by area and a basic road pattern, these items are not fixed and may be modified when a precise plan is adopted. All persons that own property covered by the Community Plan and a Precise Plan must conform to these plans if development takes place. However, Pardee does not and cannot represent that the land will, in fact, all be developed according to the Community Plan or Precise Plan or that it will be developed at all. These plans may be amended at any time by City action. This action may be requested by Pardee, other property owner, members of the public or by the City itself. The area designated as a Transportation Terminal has not been fixed and may be shifted to another area in the community.



## **RESIDENTIAL SIGNAGE GUIDELINES AND CRITERIA**

**Note:** All maps and figures indicate **typical** design concepts and locations. Exhibits are not intended to suggest final sign designs or exact locations.



## **SUBMITTALS TO CITY SIGN CODE ADMINISTRATION FOR RESIDENTIAL SIGN USES**

The Owner/Developer shall submit three (3) copies of the following information to City Sign Code prior to or at the same time application for sign permits is made:

- (a) site plan indicating sign types, sizes and locations of all signs currently existing on the site of the applicable project or community area
- (b) information as required for sign permit application (or actual sign permit application may be submitted simultaneously)

### **Sign Variations**

These Signage Guidelines and Criteria are intended to encourage creativity and to accommodate imaginative, unique, and otherwise tasteful signage that contributes character and vitality to the Carmel Valley community. Requests to establish sign types, uses, sizes, locations, etc. other than those provided for in these guidelines shall be submitted to and approved by (1) the Owner or the designated Design Review Committee and then (2) the City of San Diego Planning Director. In both cases, such requests shall be granted with the finding that the proposed signage makes a positive contribution to the community and is within the spirit and intent of these guidelines.

## GENERAL GUIDELINES AND PROVISIONS (RESIDENTIAL SIGNAGE)

- Sign design must be functional as well as compatible with the aesthetics of the community
- Signs required for traffic control shall be exempt from sign district requirements
- Signs on fences or sound attenuating walls shall be prohibited
- Logo images and typestyles shall be accurately reproduced on all signage, using appropriate camera-ready artwork and/or other reproduction materials and methods.
- This document does not prohibit signs in non-buildable open space areas that allow landscaping and in Homeowner Association-maintained common areas. Signs placed in open space shall comply with applicable requirements and restrictions governing the associated open space classification. Signs in natural open space shall be prohibited.
- All applicable sections of the City Sign Code and Municipal Code relating to enforcement, abatement and other restrictions, not being modified by this plan would remain applicable in North City West

## **PERMANENT SIGN DESIGN GUIDELINES (RESIDENTIAL)**

- Permanent Community Area Identification signs shall consist of dimensional graphics mounted on freestanding or retaining walls composed of natural masonry, such as brick or quarry stone (wood shall be an unacceptable material for sign walls)
- Project Identification Signs shall be single-faced or double-faced monuments or individual letters attached to freestanding, retaining or perimeter walls. Design, color, materials and workmanship shall be consistent with the associated project architecture
- All permanent signs shall be made of durable rust-inhibited materials, such as metal or tile
- Permanent identification signs may be placed on either one or both sides of an entrance. Paired walls as an entry statement shall be encouraged
- Permanent freestanding signs exceeding 8' in height shall be prohibited
- All permanent signs shall be located in landscaped elements
- Permanent monument signs may be placed in setbacks and in landscaped open space areas at entrances to the community areas and the projects. However, signs in natural open space shall be prohibited.
- The Carmel Valley community identification may appear on all permanent Community Area Identification signs
- Signs on corners and at site entrances shall meet the "Window of Visibility" requirements outlined in the City of San Diego Guidelines For Automobile Service Stations

**Carmel Valley RESIDENTIAL**

**Residential Signage (Permanent)**

Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Wall or Monument Height
A Residential Community Identification (freeway-oriented)	(2) signs total	Single-faced or double-faced	8' excluding height of retaining wall
B Residential Community Area Identification (internal)	* varies with neighborhood (see below)	Single-faced or double-faced	6'
D1 Single-Family Residential Project Identification	(2) sign(s) per single-family project	Single-faced or double-faced	6'
D2 Multi-Family Residential Project Identification	(2) single-faced or one double-faced sign(s) per each primary entrance to an attached product; up to two signs maximum per entrance	Single-faced or double-faced	6'
E Residential Project Rental Information Sign	(1) per rental project	Single-faced or double-faced	6'

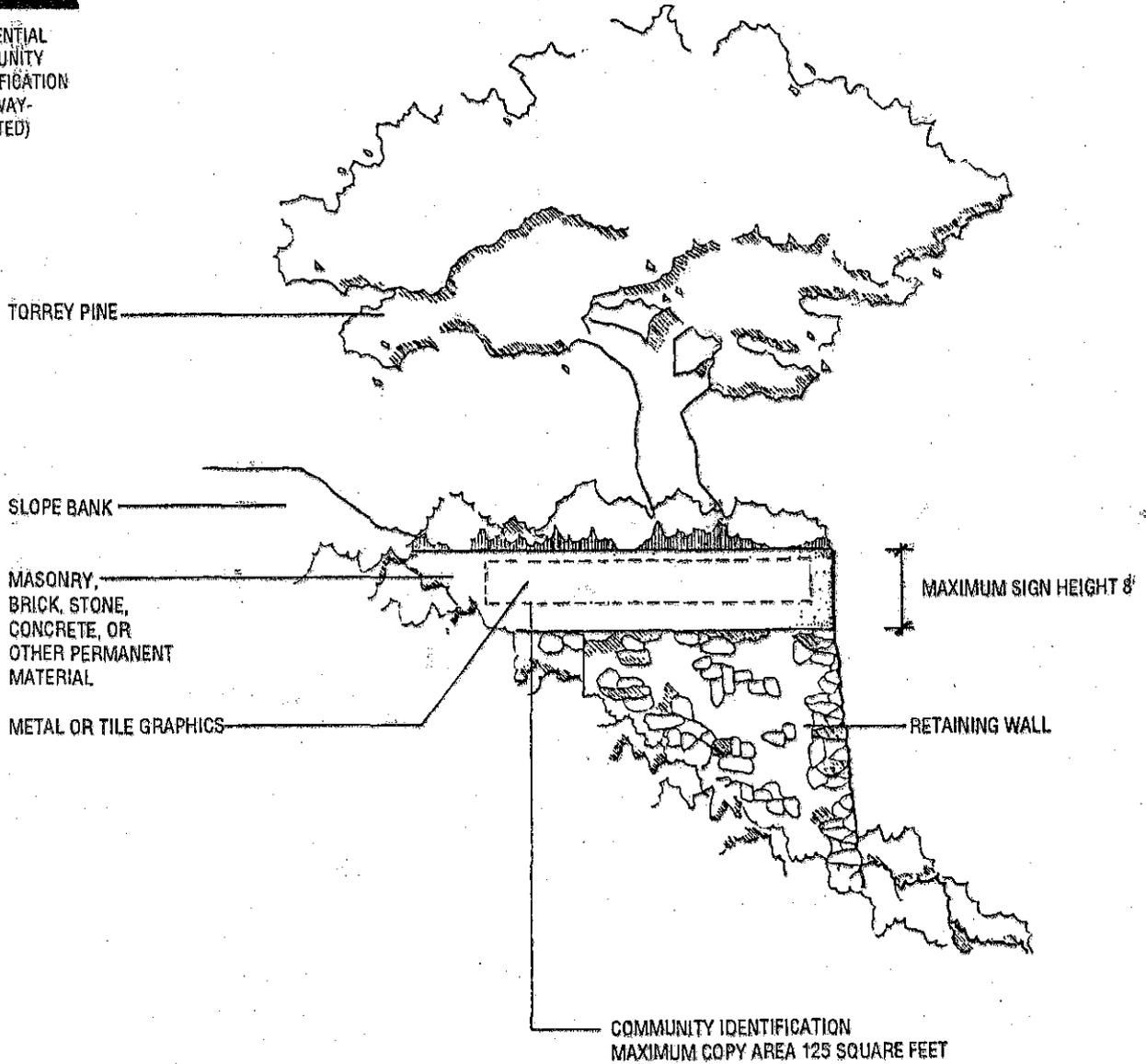
**Sign Type "B"/ Maximum Quantities**

- Neighborhood 1 (6) signs
- " 2 (0) "
- " 3 (5) "
- " 4 (6) "
- " 4a (2) "
- " 5 (6) "
- Neighborhood 6 (4) signs
- " 7 (4) "
- " 8 To Be Determined By Precise Plan (Maximum Allowance Not To Exceed 6 signs)
- " 8a To Be Determined By Precise Plan (Maximum Allowance Not To Exceed 6 signs)
- " 9 (2) signs
- " 10 To Be Determined By Precise Plan (Maximum Allowance Not To Exceed 6 signs)

	Maximum Copy Area Per Sign Face	Copy	Locational Criteria	Lighting Criteria
	125 sq.ft.	- Community Identification	- Shall be in landscaped areas - Adjacent to I-5 and Highway 56 - May be placed in all areas including setbacks and non-natural open space areas	Front lighting
	50 sq.ft.plus the Community Identification subscript (12 sq.ft.) Total = 62 square feet	- Community Area Identification with Community Identification	- Shall be in landscaped areas - On corners at entrances to residential community areas - On arterial streets	Front lighting
	36 square feet	- Project Identification - Community Area Identification where applicable	- Shall be in landscaped areas - On collector or local streets at primary project entrances - May be parallel or perpendicular to street - Both signs may be located at same entrance or intersection	Front lighting
	36 square feet	- Project Identification - Community Area Identification where applicable	- Shall be in landscaped areas - On collector or local streets at primary project entrances - May be parallel or perpendicular to street	Front lighting
	50 square feet	-Project Identification -Rental Information -Community Area Identification where applicable	-Shall be in landscaped areas -On collector or local streets -May be parallel or perpendicular to street -May be lettering attached to freestanding or garden walls	Front lighting

# A

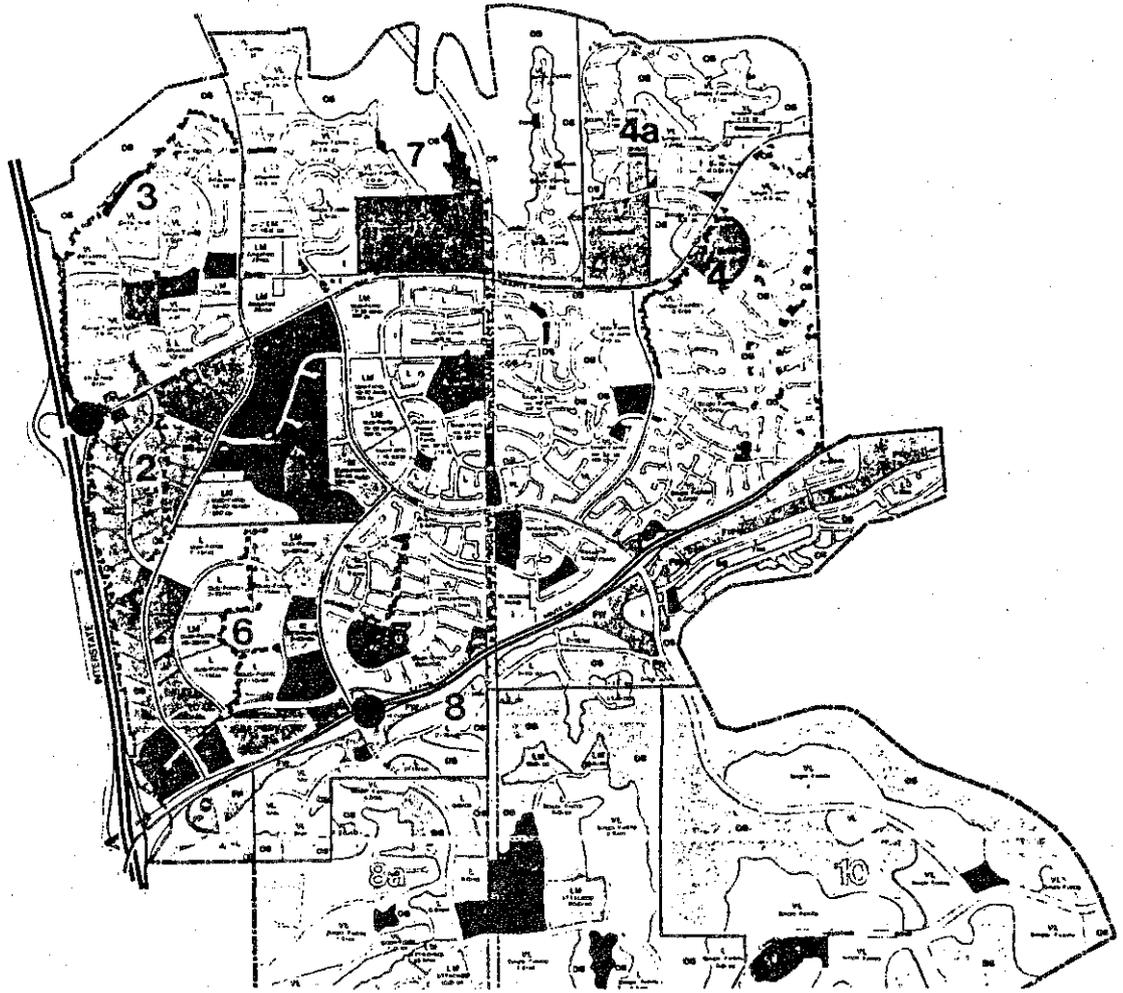
**RESIDENTIAL  
COMMUNITY  
IDENTIFICATION  
(FREEWAY-  
ORIENTED)**



**NOTE:**  
COMMUNITY IDENTIFICATION SIGNS TO BE DESIGNED TO REFLECT  
SIMILAR IMAGES USING IDENTICAL MATERIALS, TYPESTYLES, AND  
FORMAT. CONFIGURATION OF ELEMENTS MAY VARY FROM SITE TO SITE.  
LANDSCAPING TO REFLECT AND FIT WITH SURROUNDING ENVIROMENT.

# A

RESIDENTIAL  
COMMUNITY  
IDENTIFICATION  
(FREEWAY-  
ORIENTED)

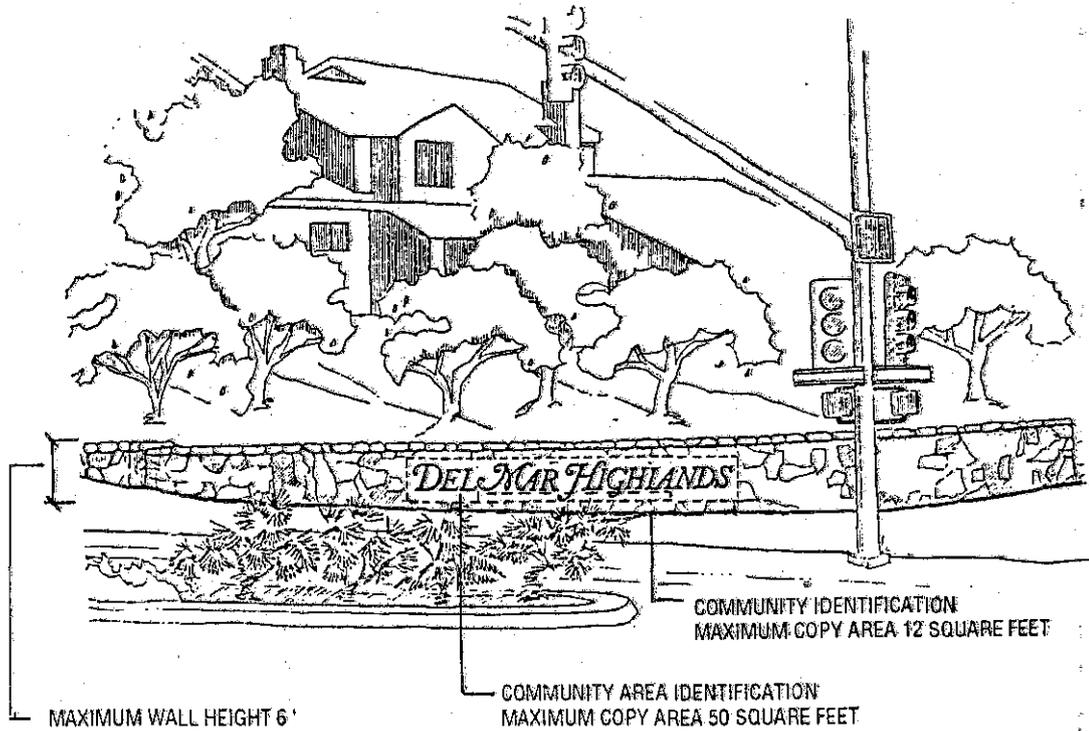
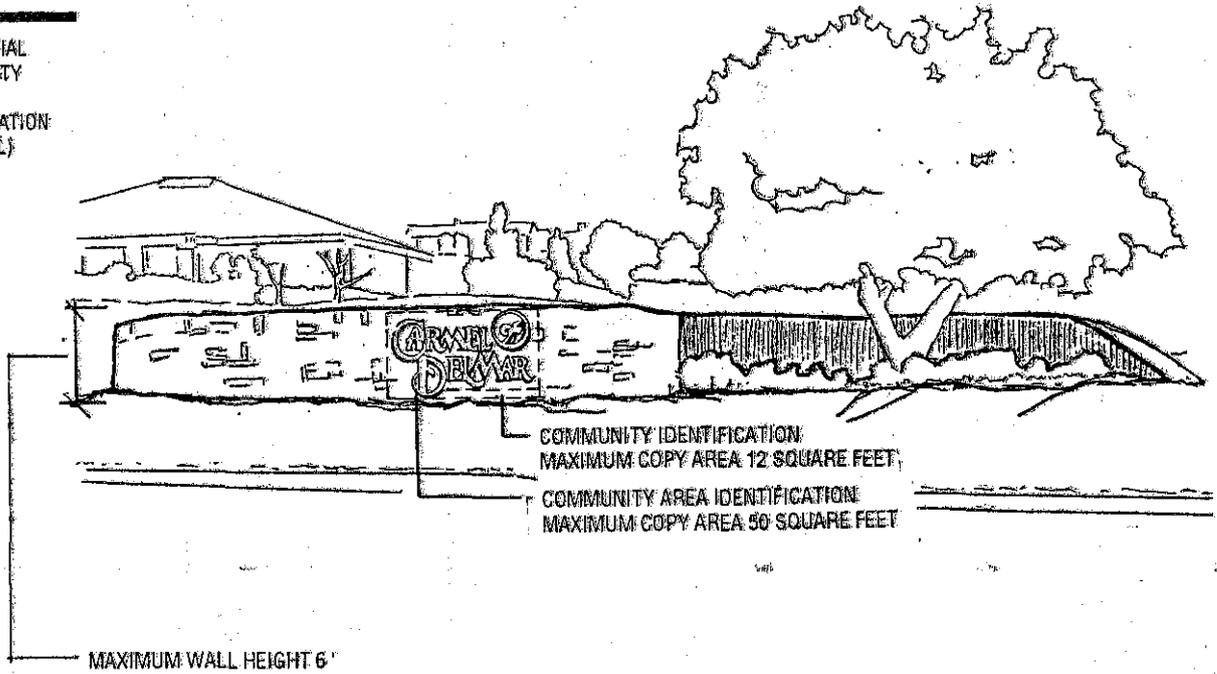


## SIGN LOCATIONS

- A. Residential Community Identification Sign (Freeway-Oriented)

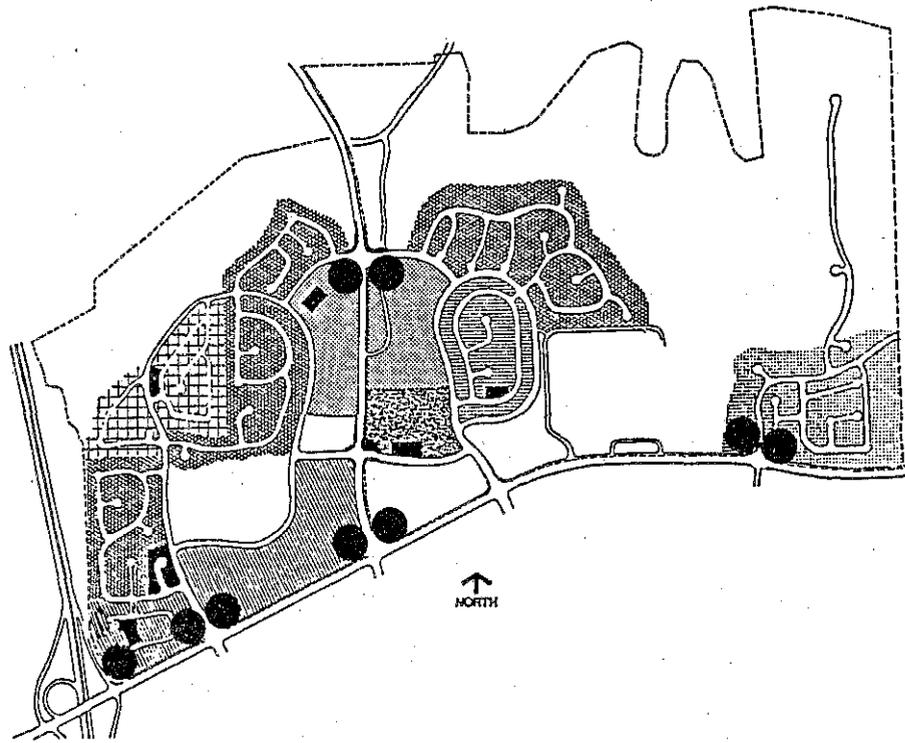
# B

RESIDENTIAL  
COMMUNITY  
AREA  
IDENTIFICATION  
(INTERNAL)



# B

RESIDENTIAL  
COMMUNITY AREA  
IDENTIFICATION  
(INTERNAL)

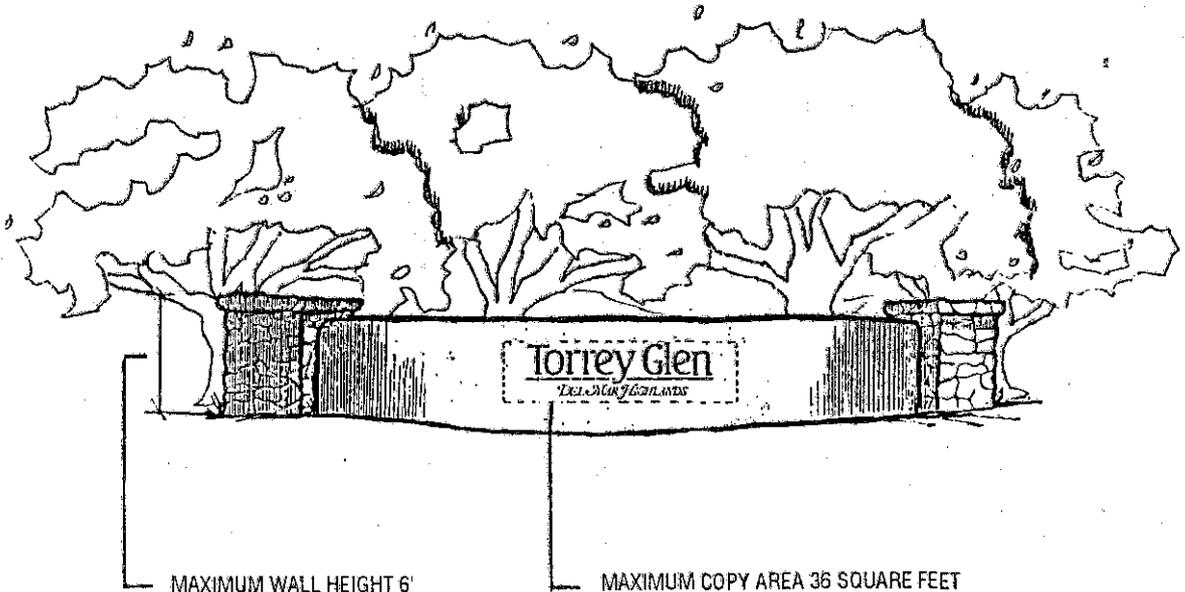
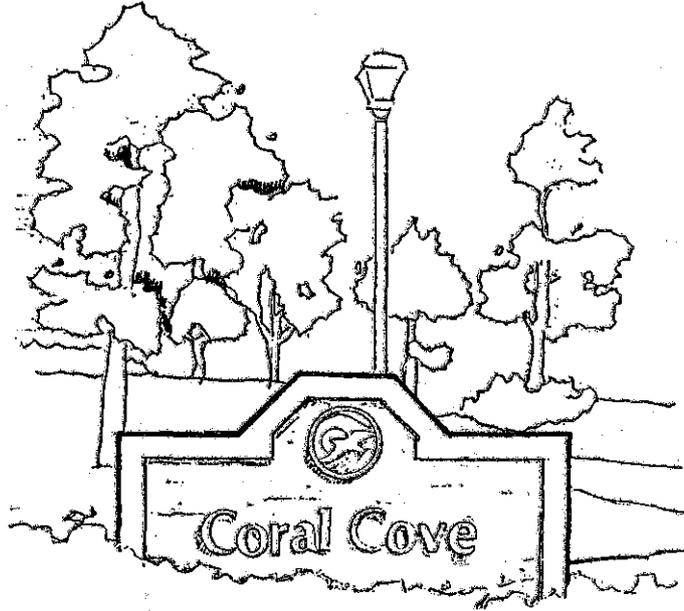


## SIGN LOCATIONS

- B. Residential Community Area Identification Signs (Internal)

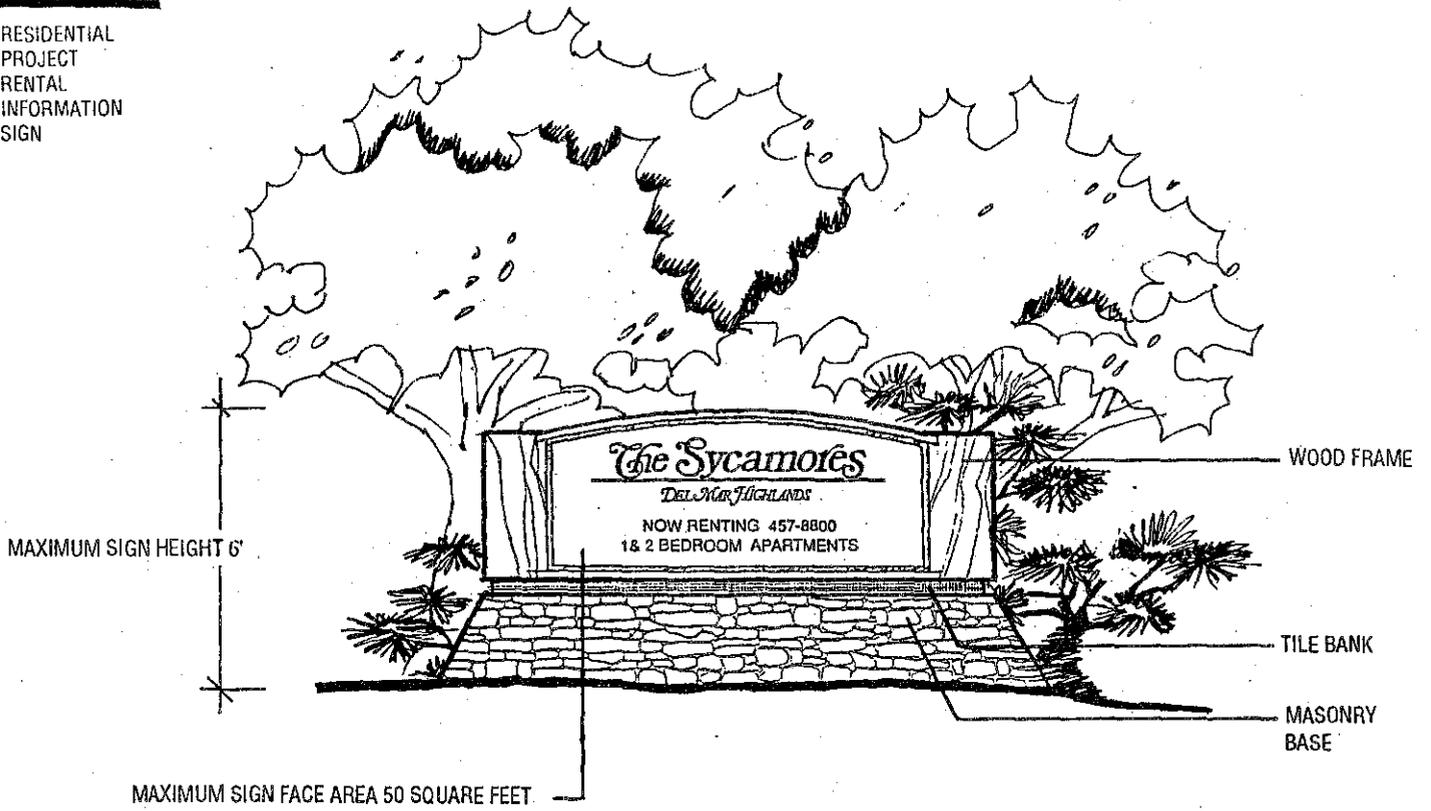
# D - 1

SINGLE-FAMILY  
RESIDENTIAL  
PROJECT  
IDENTIFICATION



# E

RESIDENTIAL  
PROJECT  
RENTAL  
INFORMATION  
SIGN



## TEMPORARY SIGN DESIGN GUIDELINES (RESIDENTIAL)

- Temporary signs shall be designed to provide dimensionality and architectural treatments compatible with residential use areas. Purely monolithic forms and expanses of flat, unbroken surface planes shall be prohibited. Treatments considered appropriate include:
  - dimensional framing
  - multiple surface planes
  - dimensional qualities in surface planes such as sandblasted wood with raised lettering, sandblasted tile with recessed lettering, or cut-out dimensional letters and graphics
  - juxtaposition of materials and textures such as resawn wood used with painted plywood
  - use of permanent materials in the bases of signs (e.g., stucco, tile, structural timbers)
- Temporary signs shall be limited to 12 feet in average height except where signs are located behind fences, walls, or similar obstructions. In such cases, signs may be higher than 12 feet not to exceed a maximum of 16 feet.
- Temporary signs may be placed in setbacks and landscaped open space areas. Placement of signs in natural open space shall be prohibited.
- Temporary real estate signs that face I-5 shall be prohibited
- Riders, add-ons, flags and other "post-design" attachments on temporary signs shall be prohibited
- Temporary signs shall be maintained in good visual condition
- Temporary signs shall be removed upon final sales/leasing of the projects to which they relate
- No banners of any type shall be used to display information related to rentals for apartment or condominium projects
- Only those Off-Site Subdivision Directional signs provided for in the sign program shall be allowed
- The developer of a Community Area may submit plans to the City Planning Department for a designed program of temporary signs for use within that Community Area. The program must treat all temporary sign types consistently with regard to design. The program must also conform to the parameters of height, sign face area and copy outlined in the tables on Pages 29 and 31. (Note: Exhibits F1, G, H, I, and J1 on Pages 28 and 30 constitute an example of a designed program of temporary signs).
- In lieu of submitting a designed program for temporary signs, the developer of a Community Area may elect to use the standard design and working drawing specifications for Off-Site Subdivision Directional Signs (F2) and Future Facilities Signs (J2) as outlined below for developers of projects not part of a Community Area.

- For projects that are not part of a Community Area, Off-Site Subdivision Directional signs and Future Facilities signs shall conform to the exact specifications outlined in the tables on pages 29 and 31, and on the working drawings for each sign type. (Note: See also Exhibits F2 and J2 on pages 28 and 30). In cases where projects are not part of a Community Area and the projects of more than one developer may be listed on the same sign structure, developers shall use the Standard Carmel Valley Sign Location Lease Agreement to establish structures and sign panels for Type F2 Subdivision Directionals.
- Temporary signs shall be approved for a specific period of time, with permits renewable for successive and equal time periods thereafter. The following schedule shall apply:

**Temporary Residential Sign Permit Period Schedule**

<u>Sign Type</u>	<u>Permit Period</u>
Off-Site Subdivision Directional Signs (F1 and F2)	2 Years
Model Directional Signs (G)	2 Years
Community Area Marketing Signs (H)	5 Years
Project Marketing Signs (I)	2 Years
Future Facilities Signs (J1 and J2)	2 Years
Other Temporary Residential Signs	2 Years

For off-site Subdivision Directional Signs for community areas (Type F1), one Subdivision Sign Application per structure shall be deemed sufficient to cover all individual sign panel listings on that structure.

**Carmel Valley RESIDENTIAL**

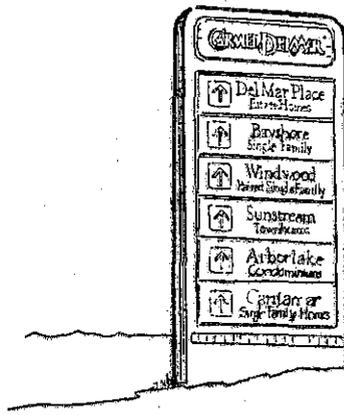
**Residential Signage (Temporary)**

Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Sign Height
F1 Residential Off-Site Subdivision Directionals for Community Areas	(8) sign panels per single-family or condominium subdivision with a sales/leasing office	Single-faced or double-faced	12' (structure)
F2 Residential Off-Site Subdivision Directionals for Other Areas	(8) sign panels per single-family or condominium subdivision with a sales/leasing office	Single-faced or double-faced	12' (structure)
G Residential Model Directional (Sales/Leasing Office)	(4) per single-family or condominium subdivision (Note: Total combined quantity of Type F and G signs shall not exceed 8 per subdivision)	Single-faced or double-faced	6'
H Residential Community Area Marketing	(1) per community area	Single-faced or double-faced	12' measured from center of sign
I Residential Project Marketing Signs	(1) per subdivision	Single-faced or double-faced	12'
J1/ J2 Future Facilities Signs	(2) per proposed site; one sign maximum per frontage	Single-faced or double-faced	12'
K Residential Model Complex: Sales/Leasing Office Identification Model Identification Flags Parking Parking Space Identification	1 per model complex 1 per model 20 per model complex 1 per model complex 1 per parking space	-- -- -- -- --	-- -- -- -- --
L Central Residential Sales Information Center	1 per community area	--	--

Maximum Sign Face Area (per sign face)	Copy	Locational Criteria	Lighting Criteria
9 sq.ft. per sign panel (18"x 72"= panel dimension not including external posts)	<ul style="list-style-type: none"> <li>- Community Area Identification</li> <li>- Arrow</li> <li>- Names of projects* &amp; sales info. centers</li> <li>- Developer's name &amp; logo</li> <li>- Brief product description</li> <li>*May include non-contiguous residential projects</li> </ul>	<ul style="list-style-type: none"> <li>- No less than 300' between structures</li> <li>- May be placed in parkways or setback areas</li> <li>- Not allowed in public right-of-way</li> </ul>	Non-illuminated
9 sq.ft. per sign panel (18"x 72"= panel dimension not including external posts)	<ul style="list-style-type: none"> <li>- Project Name</li> <li>- Developer's name</li> <li>- Arrow</li> <li>- Brief product description</li> </ul>	<ul style="list-style-type: none"> <li>- No less than 300' between structures</li> <li>- May be placed in parkways or setback areas</li> <li>- Not allowed in public right-of-way</li> </ul>	Non-illuminated
24 sq.ft. (not including framing and external posts)	<ul style="list-style-type: none"> <li>- Project name</li> <li>- Community Area logo if applicable</li> <li>- Arrow</li> <li>- Words "Models" or "Sales/Leasing Office"</li> </ul>	<ul style="list-style-type: none"> <li>- Shall be in landscaped areas</li> <li>- May be in parkways or setback areas: one per turn to direct traffic from subdivision entrance to model complex</li> <li>- One within 300' of main entrance on or off-site</li> </ul>	Non-illuminated
120 sq.ft.	<ul style="list-style-type: none"> <li>- Community Area Identification</li> <li>- Developer's name and logo</li> <li>- Marketing information</li> </ul>	<ul style="list-style-type: none"> <li>- Shall be in landscaped areas</li> <li>- At entrance to community area or</li> <li>- At entrance to central residential sales information center servicing a community area</li> </ul>	Non-illuminated
100 sq.ft.	<ul style="list-style-type: none"> <li>- Community Area Identification if applicable</li> <li>- Project name and description</li> <li>- Developer's name, logo and phone #</li> <li>- Other sales information</li> </ul>	<ul style="list-style-type: none"> <li>- Within subdivision boundaries or adjoining common area</li> <li>- Visible to collector streets</li> </ul>	Non-illuminated
80 sq.ft.	<ul style="list-style-type: none"> <li>- Community identification</li> <li>- Identification of facility</li> <li>- Brief description and/or rendering</li> <li>- Proposed completion date</li> <li>- Community Area identification if applicable</li> <li>- Developer's name and logo (Community Areas only)</li> </ul>	<ul style="list-style-type: none"> <li>- May be in setback areas</li> <li>- May be located in all use areas</li> </ul>	Non-illuminated
<p style="text-align: center;">24 sq.ft. 4 sq.ft. 20 sq.ft. per flag 18 sq.ft. N/A</p>	<ul style="list-style-type: none"> <li>- As required for model complex signs</li> <li>- Developer's logo and colors may appear on all signs</li> </ul>	<ul style="list-style-type: none"> <li>- On site of sales/leasing office and model complex</li> <li>- On site of models</li> <li>- Within subdivision boundaries</li> <li>- At entrances to visitor parking areas</li> <li>- At parking spaces</li> </ul>	Non-illuminated
-	-	<ul style="list-style-type: none"> <li>- Subject to CUP</li> </ul>	-

# F - 1

TEMPORARY RESIDENTIAL OFF-SITE SUBDIVISION DIRECTIONAL FOR COMMUNITY AREAS

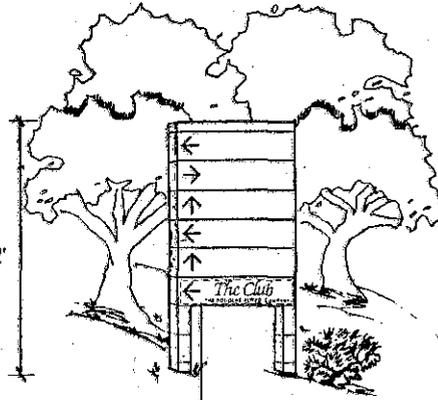


MAXIMUM COPY AREA PER SIGN PANEL 9 SQUARE FEET

# F - 2

TEMPORARY RESIDENTIAL OFF-SITE SUBDIVISION DIRECTIONAL FOR OTHER AREAS

MAXIMUM SIGN HEIGHT 12'



MAXIMUM COPY AREA PER SIGN PANEL 9 SQUARE FEET

# G

TEMPORARY RESIDENTIAL MODEL DIRECTIONAL (SALES/LEASING OFFICE)

MAXIMUM SIGN HEIGHT 6'



MAXIMUM SIGN FACE AREA 24 SQUARE FEET

# H

TEMPORARY RESIDENTIAL COMMUNITY AREA MARKETING SIGN

MAXIMUM SIGN HEIGHT 12' - 0" MEASURED FROM CENTER OF SIGN



MAXIMUM SIGN FACE AREA 120 SQUARE FEET

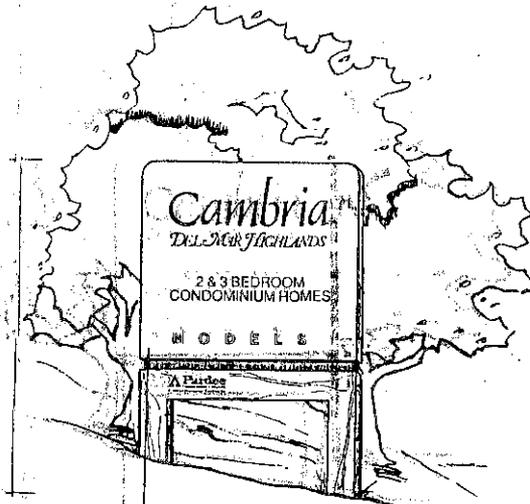
**Sign Types F1 and F2: Residential Off-Site Subdivision Directional Sign Specifications**

**Off-Site Subdivision Directional Signs**

<b>Signage Element</b>	<b>Specifications For Projects Not Part Of A Community Area</b>	<b>Parameters For Projects Part Of A Community Area</b>
<b>Structure</b>	As shown on W.D.'s	By designed program submitted by Developer
<b>Materials</b>	Painted 3/4" MDO	By designed program submitted by Developer
<b>Dimensions</b>	As shown on W.D.'s	By designed program submitted by Developer
<b>Maximum Height</b>	12'	12'
<b>Number of Faces</b>	Single-faced or double-faced	Single-faced or double-faced
<b>Sign Face Area</b>	9 sq.ft. per plaque/6 plaques maximum per structure	9 sq.ft. per plaque 7 plaques maximum per structure
<b>Copy Area</b>	As shown on W.D.'s	By designed program submitted by Developer
<b>Copy</b>	- Project Name - Developers Name (no logo)	- Project Name - Developers Name - Logo - Community Area Identification
<b>Typestyle</b>	Not to be specified	Not to be specified
<b>Maximum Letter Heights</b>	10" Project Name 2" Developers Name	By designed program submitted by Developer
<b>Colors</b>	White background with charcoal grey copy as specified in W.D.'s	By designed program submitted by Developer

TEMPORARY  
RESIDENTIAL  
PROJECT  
MARKETING SIGN

MAXIMUM SIGN HEIGHT 12'

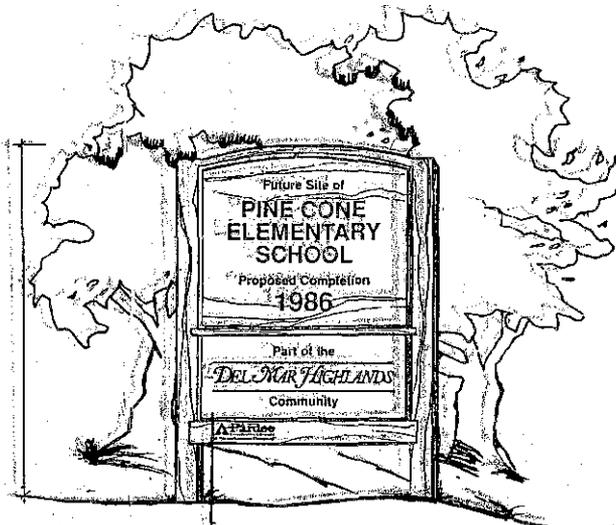


MAXIMUM SIGN FACE AREA 100 SQUARE FEET

## J-1

TEMPORARY  
FUTURE FACILITIES  
SIGN FOR  
COMMUNITY  
AREAS

MAXIMUM SIGN HEIGHT 12'



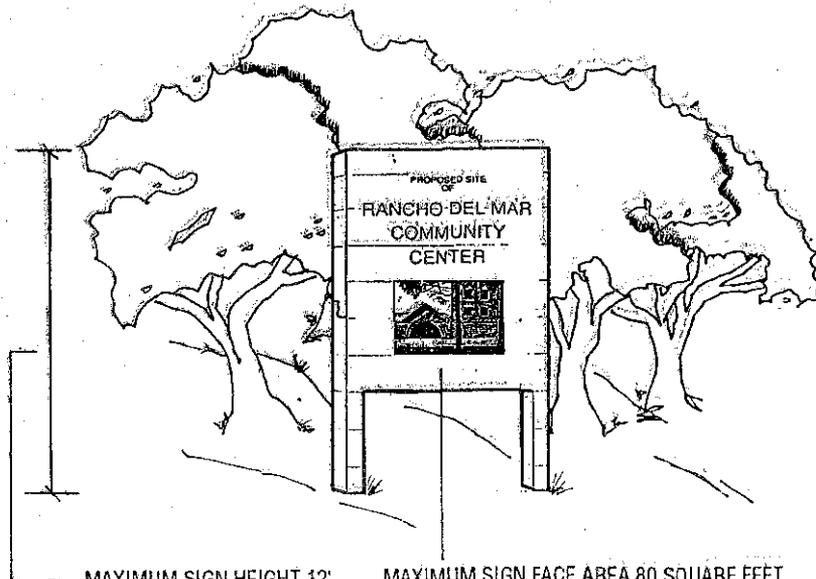
MAXIMUM SIGN FACE AREA 80 SQUARE FEET

## J-2

TEMPORARY  
FUTURE FACILITIES  
SIGN FOR OTHER  
AREAS

MAXIMUM SIGN HEIGHT 12'

MAXIMUM SIGN FACE AREA 80 SQUARE FEET



**Sign Types J1 and J2: Residential Future Facilities Sign Specifications**

**Future Facilities Signs**

<b>Signage Element</b>	<b>Specifications For Projects Not Part Of A Community Area</b>	<b>Parameters For Projects Part Of A Community Area</b>
<b>Structure</b>	As shown on W.D.'s	By designed program submitted by Developer
<b>Materials</b>	3/4" MDO	By designed program submitted by Developer
<b>Dimensions</b>	10'h x 8'w	By designed program submitted by Developer
<b>Maximum Height</b>	12'	12'
<b>Number of Faces</b>	Single-faced or double-faced	Single-faced or double-faced
<b>Sign Face Area</b>	80 sq.ft.	80 sq.ft.
<b>Copy Area</b>	Not to be specified	Not to be specified
<b>Copy</b>	<ul style="list-style-type: none"> <li>- Facility Identification</li> <li>- Brief Description</li> <li>- Expected Completion Date</li> <li>- Community Identification</li> </ul>	<ul style="list-style-type: none"> <li>- Facility Identification</li> <li>- Brief Description</li> <li>- Expected Completion Date</li> <li>- Community Identification</li> <li>- Community Area Identification</li> </ul>
<b>Typestyle</b>	Not to be specified	Not to be specified
<b>Maximum Letter Heights</b>	Not to be specified	Not to be specified
<b>Colors</b>	White & charcoal (as specified on W.D.'s) and other unspecified accent colors	By designed program submitted by Developer



## **COMMERCIAL SIGNAGE GUIDELINES AND CRITERIA**

**Note:** All maps and figures indicate **typical** design concepts and locations. Exhibits are not intended to suggest final sign designs or exact locations.



## **SUBMITTALS TO CITY PLANNING DEPARTMENT FOR SITE-SPECIFIC COMMERCIAL SIGN PLANS**

A sign plan shall be submitted by the Owner/Developer to the City Planning Department for each commercial site, as stated on Page 40, Item 1 of the General Provisions.

In addition to conformance with the commercial signage provisions contained in the overall North City West Signage Guidelines and Criteria, site-specific sign plans for commercial uses will be evaluated by the Planning Department based on the following desirable elements:

- the sign plan should satisfy the directional, informational, and identification needs of the use
- the sign plan should provide efficiency by striving to establish the fewest number of signs required to serve the use; this goal may be accomplished by providing:
  - directional signs at decision points
  - unified messages
  - identification signs visible from adjacent rights-of-way
  - the least redundancy in structures
- sign design should reflect the "family of signs" concept as outlined on Page 40, Item 3 of the general provisions
- the sign plan should demonstrate contextual considerations in the design of all signs
- sign colors should provide accent and interest appropriate to associated architectural statements

## **SUBMITTAL REQUIREMENTS**

The Owner/Developer shall be responsible for providing the Planning Department with a sign plan and design submittal, which shall include the following:

- (A) site plan indicating location of the site and the approximate locations of all proposed signs on the site.
- (B) elevations and side views for each proposed sign type  
(Note: Actual copy is not required; however, maximum limits of copy areas must be defined).
- (C) building elevations showing approximate locations of wall signs on buildings and limits of sign copy area

(D) definition of building standards for signs (i.e. consistent elements such as materials, colors, tpestyles).

(E) indication of where varied elements for signs may be introduced.

(F) examples of treatment for secondary site signs.

## **SUBMITTAL PROCEDURE**

- Site-specific sign plans shall be submitted to the Planning Director as part of the overall project submittal or as an amendment to such submittal.
- After City approval of the site-specific sign plan, the Owner/Developer shall prepare and publish a sign criteria document for tenants/users which specifies acceptable quantities, sizes, and locations of signs in accordance with the City-approved sign plan. The criteria document shall also provide specifications for materials, colors, lighting and graphic treatment sufficient for consistent implementation.
- Prior to making sign permit applicaitons to the City, all tenants/users shall submit individual sign proposals to the Owner/Developer or designated Design Review Committee in accordance with the submittal requirements outlined on Pages 37 and 38 (Note: If the user is the Owner/Developer, the submittal should be made directly to the City of San Diego).

## **SUBMITTALS TO OWNER/DEVELOPER FOR INDIVIDUAL COMMERCIAL SIGN PROPOSALS**

Proposals to establish individual signs for commercial uses shall be submitted by the tenant/user to the Owner/Developer or to the designated Design Review Committee for review and written approval prior to making application to the City of San Diego for a sign permit.

All tenant/user signs must be approved in writing by the Owner prior to fabrication and installation. Signs must adhere to the provisions of the approved sign plan for the specific commercial site and to the guidelines and provisions contained herein. Only those sign types provided for in the site-specific sign plan and specifically approved in writing by the Owner shall be allowed.

The Owner may, at his sole discretion and at the tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed not to be in conformance with the approved site-specific sign plan. No temporary or permanent signs may be added to, changed, or altered without review and approval by the Owner or the Design Review Committee and the City of San Diego.

### **Permanent Sign Submittals**

Review and approval of tenant/user proposals for permanent signs shall be performed in accordance with these requirements:

- (a) The following plans and information must be submitted to the Owner in triplicate for each proposed sign:
  - Name, address and phone number of tenant/user
  - Name, address and phone number of sign contractor
  - Detailed drawing showing exact dimensions, copy layout, typestyle, materials, colors, means of attachment and illumination
  - Elevation showing exact location and placement of sign on the site or on the building elevation
  - Color and materials sample(s) and construction details upon request
- (b) All sign proposals will be evaluated for conformance to the approved site-specific sign plan. Upon review of the tenant/user submittal, the Owner shall either approve the proposed sign or indicate required modifications.
- (c) Sign submittals requiring modifications shall be revised and re-submitted to the Owner
- (d) Sign submittals approved by the Owner in writing may be submitted to the City of San Diego Sign Code Administration for approval, along with applicable sign permit applications

## Temporary Sign Submittals

The tenant/user shall submit three (3) copies of the following information for each temporary commercial sign:

- name and address of project
- name and address of applicant
- proposed copy layout
- plot plan showing exact location of sign in relation to property lines, setbacks, driveway entrances, buildings and other structures.
- complete list of other temporary signs, sizes and types existing on the project

Review and approval of temporary sign submittals shall be performed in accordance with the requirements outlined above in Sections (b), (c), and (d) for permanent sign submittals.

## Sign Variations

These Signage Guidelines and Criteria are intended to encourage creativity and to accommodate imaginative, unique, and otherwise tasteful signage that contributes character and vitality to the Carmel Valley community. Requests to establish sign types, uses, sizes, locations, etc. other than those provided for in these guidelines shall be submitted to and approved by (1) the Owner or the designated Design Review Committee and then (2) the City of San Diego Planning Director. In both cases, such requests shall be granted with the finding that the proposed signage makes a positive contribution to the community and is within the spirit and intent of these guidelines.

## COMMERCIAL USE AREAS

<u>Use Area Designation</u>	<u>Typical Use</u>	<u>Applicable Permanent Sign Types</u>
(EC) Employment Center	-Office Projects	G H1 - H5
(VC) Visitor Commercial	- Hotel - Restaurant - Theater	F1 - F4 E1 - E2 I1 - I5
(NC) Neighborhood Commercial	- Retail (may include restaurants, theaters)	J1 - J12 I1 - I5
(TC) Town Center	- Retail (may include restaurants, theaters)	J1 - J12 I1 - I5
(RC) Retail Commercial	- Retail	J1 - J12

Note: Sign Types A, B, C, and D are applicable for all commercial use areas.

## GENERAL GUIDELINES AND PROVISIONS (COMMERCIAL SIGNAGE)

1. In accordance with the submittals and approval requirements outlined on Pages 35 and 36, a sign plan shall be submitted to the City Planning Department for each commercial site prior to approval of any permanent sign for that site. Sign plans may be submitted as part of a Planned Development Permit or in the form of a sign plan as a minor amendment to the planned development. All sign plans shall conform to the provisions contained in the overall Carmel Valley Signage Guidelines and Criteria for commercial signs.
2. Commercial signage facing the public right-of-way shall conform to the general guidelines and restrictions outlined herein and to the criteria specified for individual sign types. Where no criteria are defined, the current provisions of the City-Wide Sign Regulations shall apply. Signs that fall outside the parameters of these criteria and the City-Wide Sign Regulations may be approved by the Planning Director if such signs are deemed to be tasteful and well-balanced.
3. Signs within each commercial site shall be designed as a family of signs, with selected elements such as lighting, materials, colors, form, typestyle, or layout remaining consistent throughout. Permanent signs shall form a strong connection to the architecture in terms of scale, form and the use of natural materials. Colors shall be restricted to choices provided by the Owner so that signs will be compatible with building background colors. Use of established corporate colors, where they vary from the criteria, shall be allowed on logos only.
4. Signs and typography shall fit comfortably into designated architectural spaces, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
5. A variety of graphic styles, logos and scripts shall be encouraged.
6. Wall signs, including dimensional letters and plaques, shall be affixed without visible means of attachment, unless attachments make an intentional statement. Wall signs need not be directly attached to the lease space to which they refer.
7. Wall signs on buildings located immediately adjacent to residential projects shall be mitigated to reduce the impact of the signage (e.g., screening, lowered illumination such as silhouette letters).
8. Permanent monument signs shall not exceed 6 feet in maximum average height.
9. Monument signs may be placed in building setbacks. Where monument signs are placed in setback areas, signs shall be positioned so that safe sight distances are maintained at entrances to the public right-of-way.
10. Signs placed in landscaped open space areas shall comply with applicable requirements and restrictions governing the associated open space classification. However, signs shall in no case be placed in areas designated as natural open space.
11. Signs in commercial areas must conform to the Lighting Provisions and Standards outlined herein (pp. 44-45) for commercial signage.

12. In addition to project and tenant identification signage, secondary site signs shall be allowed in all commercial use areas as necessary to provide information, direction, and identification. These signs, which must be designed as a family of signs relating to site architecture and landscape elements, shall conform to the overall guidelines for secondary site signs in Carmel Valley.

The needs and requirements of the handicapped should be considered in the design of all directional and informational signs related to commercial projects.

13. Traffic directional signs, entrance signs, other secondary site signs and user identification signs not more than 12 square feet in copy area for both ground and wall type signs shall be exempt from sign permit requirements. However, electrical permits and Planning Department approval shall be obtained for all illuminated signs.
14. Signs that are not oriented to the public right-of-way (e.g., signs facing the interior of retail centers) shall be exempt from sign permit requirements, and the area of such signs shall not be calculated as part of the maximum signage allowance for a building or a site. However, electrical permits shall be obtained for all illuminated signs. In addition, all signs shall be included as part of the sign plan and design submittal for review by the City Planning Department.
15. All sign fabrication work shall be of excellent quality and identical in workmanship to other signs of the same type. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Owner reserves the right to reject any fabrication or installation work deemed to be below standard.

## PROHIBITED SIGN TYPES (COMMERCIAL AREAS)

The following sign types shall be prohibited in commercial areas of Carmel Valley:

- Signs on mansard roofs and equipment screens
- Rooftop signs and signs projecting above roof lines or parapets
- Rotating and flashing signs
- Pole signs and other signs with exposed structural supports not intended as a design element, except for code-required signs
- Window signs that are attached to the interior or exterior of any glass or glazing visible from the exterior of the building, except for building wall sign types specifically permitted by this document.
- Temporary wall signs, pennants, banners, flags, inflatable displays or sandwich boards

(Note: In addition to grand opening signs allowed by current City-Wide Sign Regulations, temporary grand opening banners not to exceed 100 square feet in area shall be allowed for commercial developments for up to 90 days. Additionally, these criteria shall not prevent granting of a temporary special permit or otherwise permitting signs advertising or pertaining to any civic, charitable or special event of general public interest that takes place within the community when it can be found that such signs will not be materially detrimental to the public welfare, interest or safety, nor injurious to adjacent property.)

- Non-architectural sign bands (i.e., sign bands not provided by the Owner as part of the building architecture)
- Pre-manufactured signs, such as franchise signs, that have not been modified to meet the criteria
- Internally illuminated awning backgrounds
- Advertising or promotional signs on parked vehicles

## **GAS STATION SIGNAGE (COMMERCIAL)**

Signage for gas stations in Carmel Valley shall conform to the following provisions and criteria:

1. One (1) gas station identification wall sign per project street frontage shall be allowed. Copy shall be limited to the gas station name and logo and shall not exceed 50 square feet in area. Lighting shall conform to the provisions outlined on Pages 44-45.
2. One (1) identification monument sign shall be allowed per gas station site. Signs may be single or double-faced with sign face height limited to 6 feet. Copy area shall not exceed 60 square feet. Lettering and logos may be internally illuminated. However, sign backgrounds shall be opaque and unlighted.
3. Illuminated color bands shall be prohibited for gas station uses.
4. Monument signs shall be in landscaped areas or planters. All landscaping shall be composed of natural plant materials. Facsimile materials (e.g., gravel and astroturf) shall be prohibited.
5. Existing gas station signage shall be brought into conformance with the applicable provisions of the approved Carmel Valley Signage Guidelines and Criteria at such time that signage is changed or altered in any manner.
6. In addition to the provisions and criteria outlined herein, gas station signage shall conform to any additional requirements or parameters outlined in the "Guidelines for Automobile Service Stations" adopted by City Council on 7/01/86 (Resolution No. 266156), including the Conditional Use Permit regulations and procedures set forth in Chapter X, Article 1, Division 1, Section 101.0510 of the City of San Diego Municipal Code.

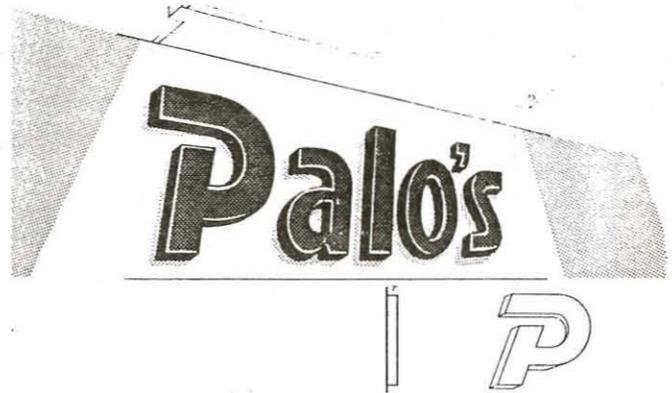
## LIGHTING PROVISIONS AND STANDARDS FOR COMMERCIAL SIGNAGE

1. The following lighting techniques (See Exhibit 2) shall be considered acceptable for the illumination of permanent signs in the commercial areas of Carmel Valley:
  - front lighting
  - silhouette lighting
  - exposed neon
  - reverse or open channel neon
  - interior illuminated channel letters and logos
  - internally illuminated sign faces or cabinets with opaque backgrounds
2. Unless otherwise specified, backgrounds of internally illuminated signs shall be opaque and unlighted.
3. Sign lighting for commercial sites shall be consistent and compatible with the project lighting.
4. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
5. Ambient lighting shall be controlled so that it does not flash or reflect on adjacent residential areas. Lighting for all commercial signs shall be lowered intensity, except for signs located adjacent to gas stations.
6. To achieve lowered intensity illumination, signs internally illuminated with neon or fluorescent shall be lowered voltage in accordance with the following standards:
  - (a) Fluorescent Lighting  
The ballast for fluorescent lighting shall be 430 milliamp. Fluorescent lamps shall be single pin (slim line) with 12" center-to-center lamp separation.
  - (b) Neon Lighting  
Signs illuminated with neon shall use 30 milliamp transformers.
7. Lighting for all tenant signs shall be turned off after closing or reduced between the hours of 10:00 p.m. and 6:00 a.m., except for restaurants, hotels, gas stations and other travel-related uses.
8. No exposed raceways or conduits shall be allowed.

## Exhibit 2: Lighting Techniques for Commercial Signage

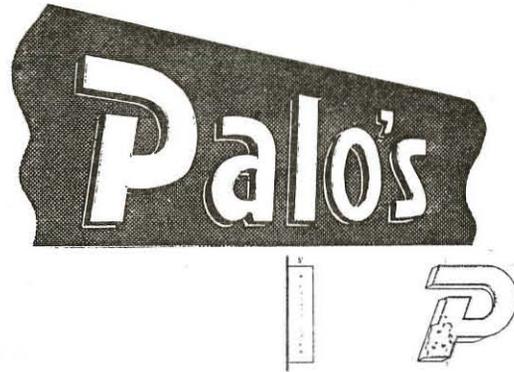
DIMENSIONAL LETTERS - FRONT LIGHTED

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CHANNELUME LETTERS - INTERIOR ILLUMINATED

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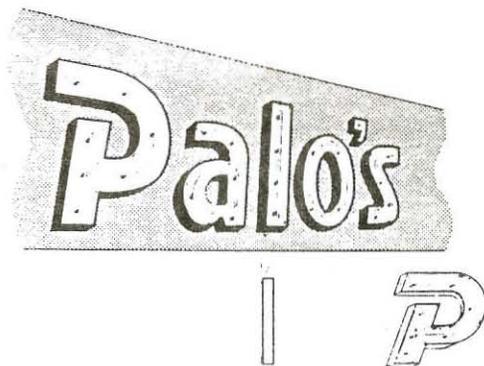
SILHOUETTE LIGHTING (REVERSE CHANNEL - INTERIOR ILLUMINATED OPAQUE FACE)

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OPEN CHANNEL LETTERS - EXPOSED NEON

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**Carmel Valley COMMERCIAL**

**Commercial Signage/All Use Areas (Permanent)**

Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Wall or Monument Height
(A) Commercial Community Area Identification Signs	(4) signs per precise plan area	Single-faced	6'
(B) Building Address Wall Signs (All Commercial Use Areas)	(1) sign per building elevation, not to exceed four signs maximum per building	Single-faced	--
(C) Directional Signs (All Commercial Use Areas)	As required for facilitating traffic	Single-faced or double-faced	5'
(D) Other Secondary Site Signs (All Commercial Use Areas)	As required/see general guidelines and provisions for commercial signage		

Maximum Copy Area Per Sign Face	Copy	Locational Criteria	Other Provisions/Requirements
36 sq. ft. + 12 sq. ft. for Community Identification subscript	- Commercial Community Area Identification with Community Identification	- Located in landscaped areas on arterial streets at entrances to commercial community areas - Not oriented to freeway	
24" maximum letter height	- Building address/street number	- Address locations to satisfy Fire Department regulations	
12 sq. ft. + project logo per sign face	- Directional information and arrows - Project name and logo	- Internal/on-site	

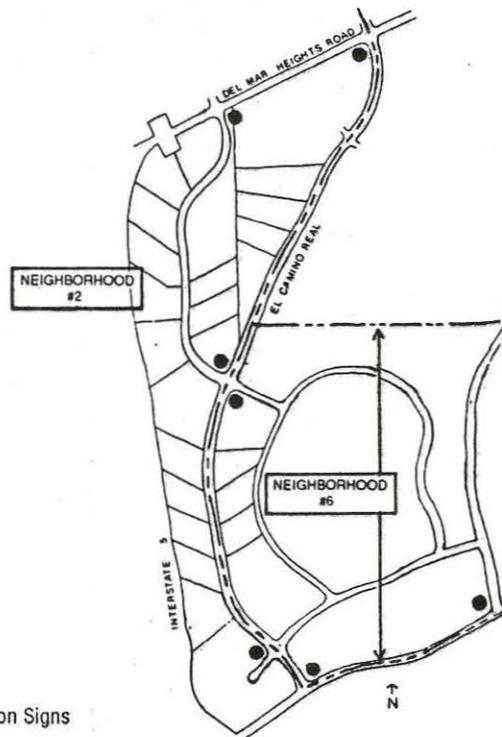
# A

COMMERCIAL  
COMMUNITY AREA  
IDENTIFICATION  
SIGN (ALL  
COMMERCIAL  
USE AREAS)



# A

COMMERCIAL  
COMMUNITY AREA  
IDENTIFICATION  
SIGN



## SIGN LOCATIONS

- A. Commercial Community Area Identification Signs

# B

BUILDING  
ADDRESS  
WALL SIGN  
(ALL COMMERCIAL  
USE AREAS)



MAXIMUM LETTER HEIGHT 24"

Carmel Valley COMMERCIAL

Visitor Commerical Signage (Permanent)			
Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Wall or Monument Height
( E1 ) Restaurant Identification Monument	(1) sign per restaurant frontage	Single-faced or double-faced	6'
( E2 ) Restaurant Identification Wall Sign	(2) signs per restaurant	Single-faced	--
( F1 ) Hotel Primary Project Identification Monument	(1) sign per hotel frontage	Single-faced or double-faced	6'
( F2 ) Hotel Identification Wall Sign	(3) signs per hotel project	Single-faced	--
( F3 ) Hotel Entry Identification Monument	(1) double-faced or (2) single-faced signs per hotel driveway entrance	Single-faced or double-faced	6'
( F4 ) Hotel Porte Cochere Identification Sign	(2) signs per porte cochere	Single-faced	--

Note: Restaurant signage located in Retail, Town Center, or Neighborhood Commercial use areas shall conform with criteria for tenant identification signage in those use areas.

Maximum Copy Area Per Sign Face	Copy	Locational Criteria	Other Provisions/Requirements
40 sq. ft.	- Restaurant name and logo	- Located near direct or indirect street accesses to the restaurant site - Oriented to public right-of-way	- No internally lighted sign backgrounds; lettering and logos may be illuminated in accordance with general lighting provisions
- 50 sq. ft. - 50%/70% Rule	- Restaurant name and logo	--	- Lowered intensity illumination required if not adjacent to gas station
80 sq. ft.	- Hotel name and logo - Changeable copy	- Located on the site of the hotel pad - Oriented to public right-of-way	- Backgrounds of internally illuminated changeable copy areas to be opaque and unlighted
200 sq. ft.	- Hotel name and logo	--	- Incorporation of hotel logo encouraged - Logos may be internally illuminated
24 sq. ft.	- Hotel name and logo - "Entrance" copy - Listings for hotel site sub-tenants (e.g., restaurant, beauty salon) - Building address	- Located near direct or indirect street accesses to the hotel site - Oriented to public right-of-way	- Lettering and logo only may be internally illuminated
60 sq. ft.	- Hotel name and logo	- Located on, above, or below hotel porte cochere	

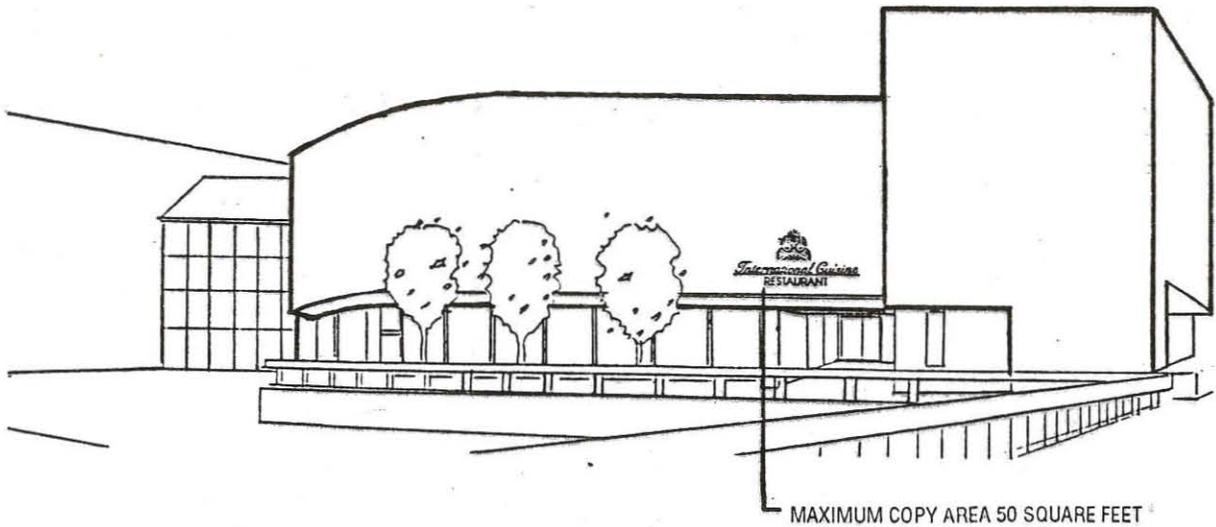
# E - 1

RESTAURANT  
IDENTIFICATION  
MONUMENT



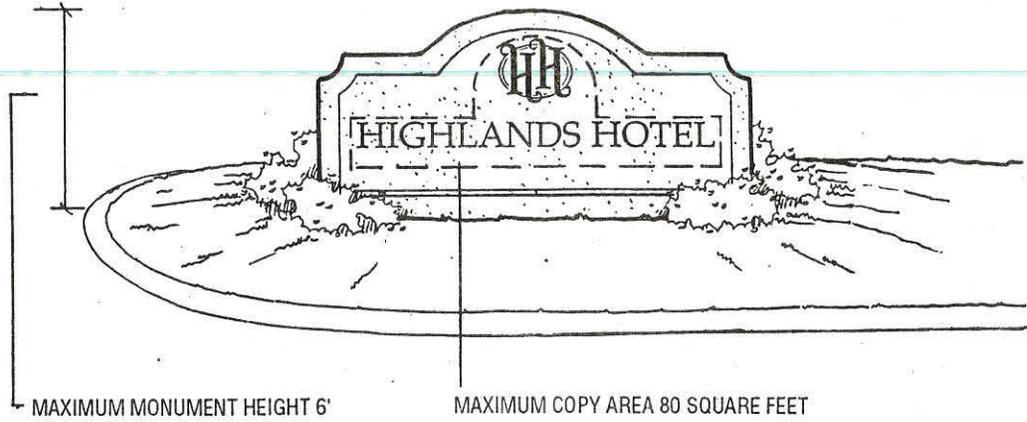
# E - 2

RESTAURANT  
IDENTIFICATION  
WALL SIGN



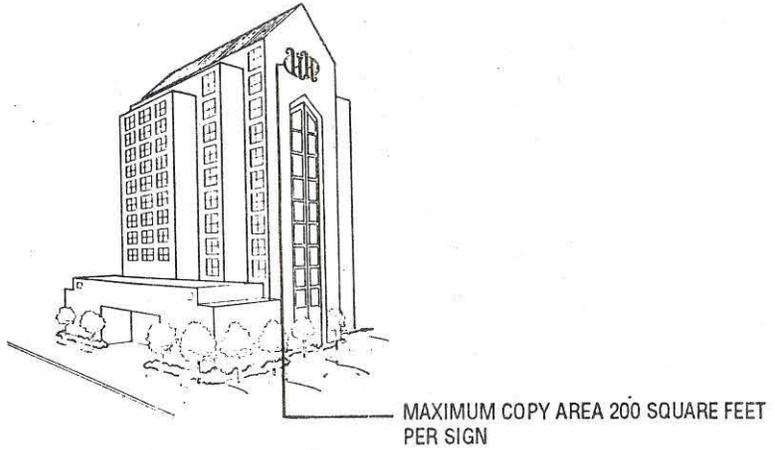
# F - 1

HOTEL PRIMARY  
PROJECT  
IDENTIFICATION  
MONUMENT



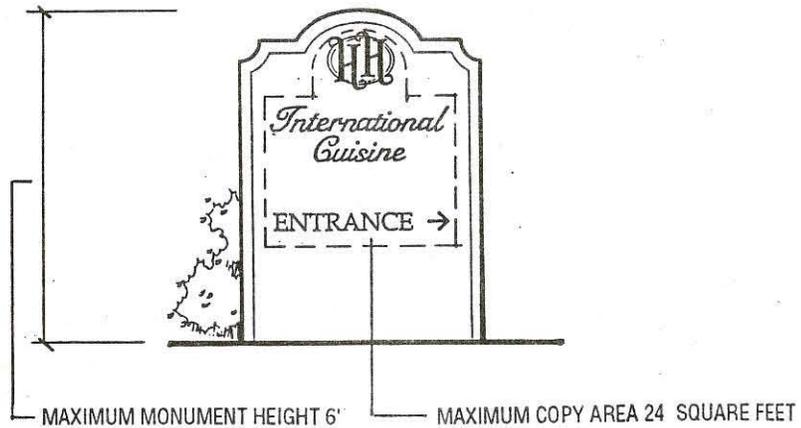
# F - 2

HOTEL  
IDENTIFICATION  
WALL SIGN



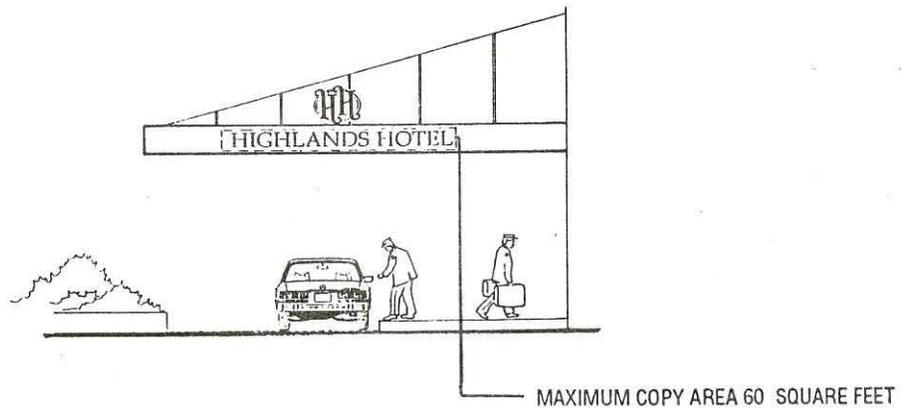
# F - 3

HOTEL ENTRY  
IDENTIFICATION  
MONUMENT



# F - 4

HOTEL PORTE  
COCHERE  
IDENTIFICATION  
SIGN



Carmel Valley COMMERCIAL

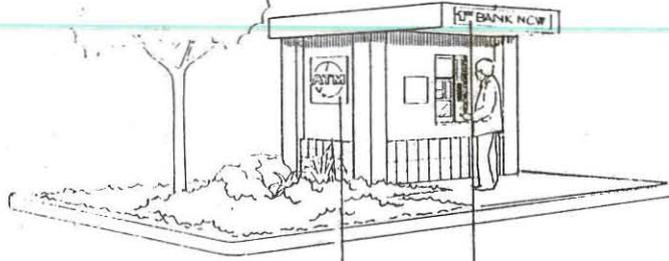
**Employment Center/Office Signage (Permanent)**

Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Wall or Monument Height
( G ) Employment Center Kiosk Identification Signs	(1) sign per kiosk elevation not to exceed (3) signs per kiosk	Single-faced	
( H1 ) Office Project Primary Identification Monument (Multi-Building Projects)	(1) sign per project composed of two or three buildings (2) signs per project of four or more buildings	Single-faced or double-faced	6'
( H2 ) Office Project Entry Identification Monument	(1) sign per project street frontage	Single-faced or double-faced	5'
( H3 ) Office Building Wall Sign	(2) signs per building (Note: Does not include Minor Tenant Signs H5)	Single-faced	--
( H4 ) Office Building Monument Sign	(1) sign per building	Single-faced or double-faced	4'
( H5 ) Minor Tenant Identification Sign (Office Buildings with Individual Tenant Entries)	(1) sign per minor tenant with individual entry	Single-faced	4'

Maximum Copy Area Per Sign Face	Copy	Locational Criteria	Other Provisions/Requirements
- 12 sq. ft. total for lettering and logo; logo not to exceed 9 sq. ft.	- Name and logo of company and product/service	--	- Applicable to Automatic Teller Machine structures - Copy consisting of instructions and related information (e.g., for ATM machines) shall not be regulated or counted as part of the sign copy area
60 sq. ft.	- Project name, logo, and address	- Located on corners or at primary project entrances - Oriented to public right-of-way	- Allowed for Multi-Building office projects only (i.e., projects composed of two or more buildings)
32 sq. ft.	- Project name, logo, and address - Tenant listings	- Located near primary project entrances - Oriented to public right-of-way	
- 100 sq.ft. - 50%/70% Rule	- Building and/or tenant identification		
32 sq. ft.	- Building and/or tenant identification Note: Where signs face the public right-of-way, tenant listings will not be allowed.	- Located adjacent to buildings facing public right-of-way or parking areas	
12 sq. ft.	- Tenant Identification	- Located adjacent to exterior entry door	- May be wall or ground type

# G

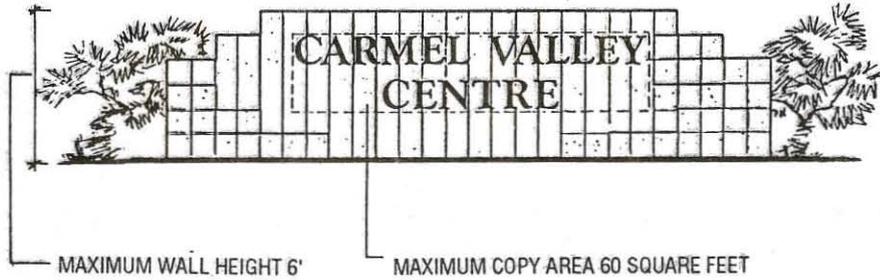
EMPLOYMENT  
CENTER KIOSK  
IDENTIFICATION  
SIGN (ALL OFFICE  
PROJECTS)



MAXIMUM LOGO AREA 9 SQUARE FEET    MAXIMUM COPY AREA 12 SQUARE FEET

# H - 1

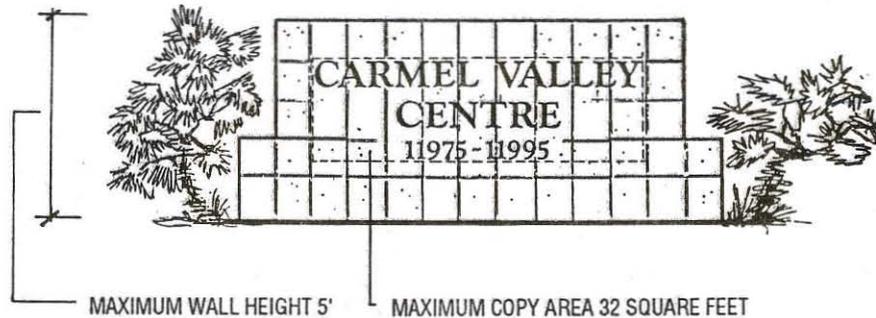
OFFICE PROJECT  
PRIMARY  
IDENTIFICATION  
MONUMENTS  
(MULTI-BUILDING  
PROJECTS)



MAXIMUM WALL HEIGHT 6'    MAXIMUM COPY AREA 60 SQUARE FEET

# H - 2

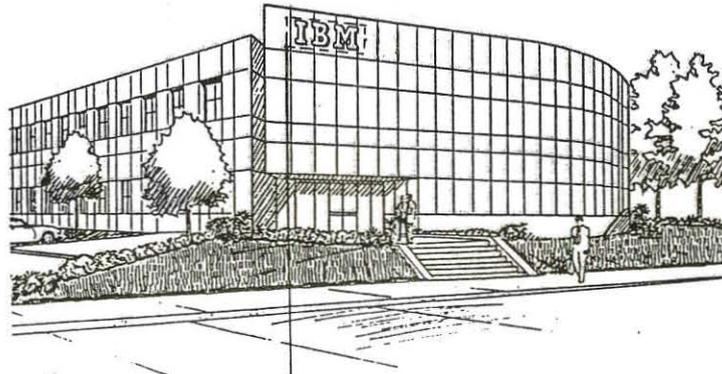
OFFICE PROJECT  
ENTRY  
IDENTIFICATION  
MONUMENT



MAXIMUM WALL HEIGHT 5'    MAXIMUM COPY AREA 32 SQUARE FEET

# H - 3

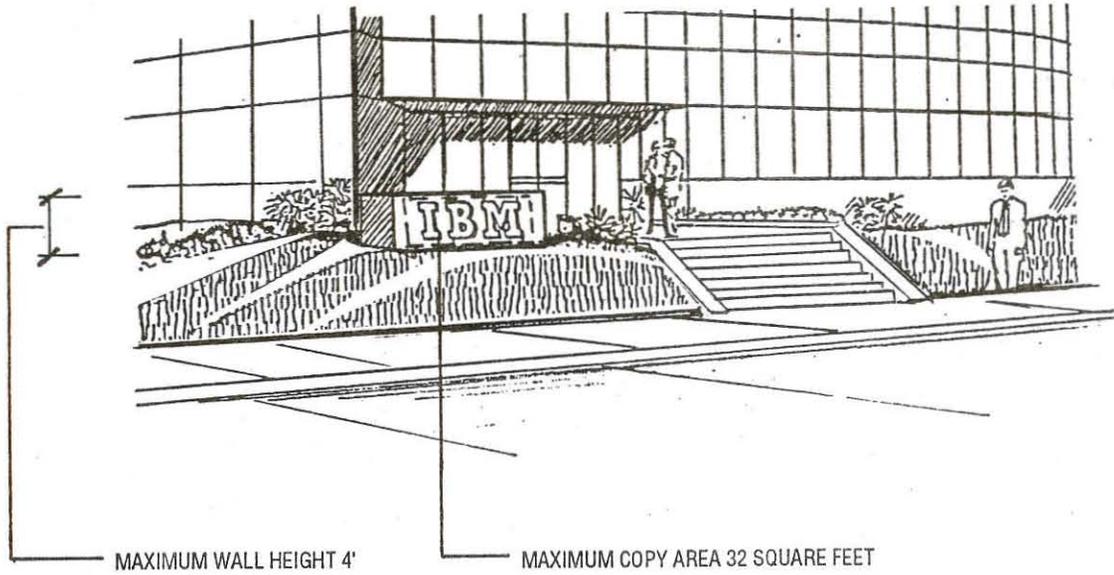
OFFICE BUILDING  
WALL SIGNS



MAXIMUM COPY AREA 100 SQUARE FEET

# H - 4

OFFICE BUILDING  
MONUMENT SIGN

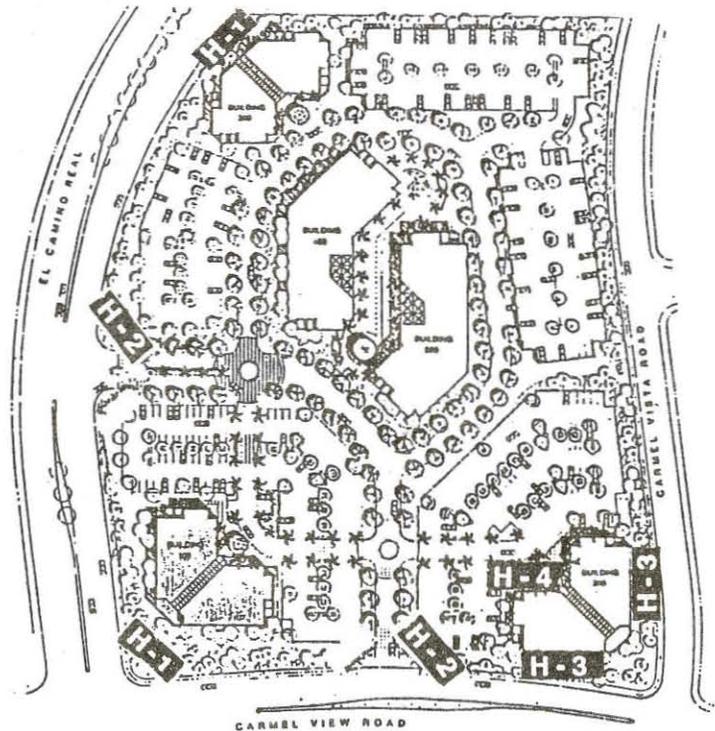


# H

OFFICE PROJECT  
SIGN LOCATIONS

## SIGN LOCATIONS

- H-1 Office Project Primary Identification Monument  
(Multi-Building Projects)
- H-2 Office Project Entry Identification Monument
- H-3 Office Building Wall Sign
- H-4 Office Building Monument Sign



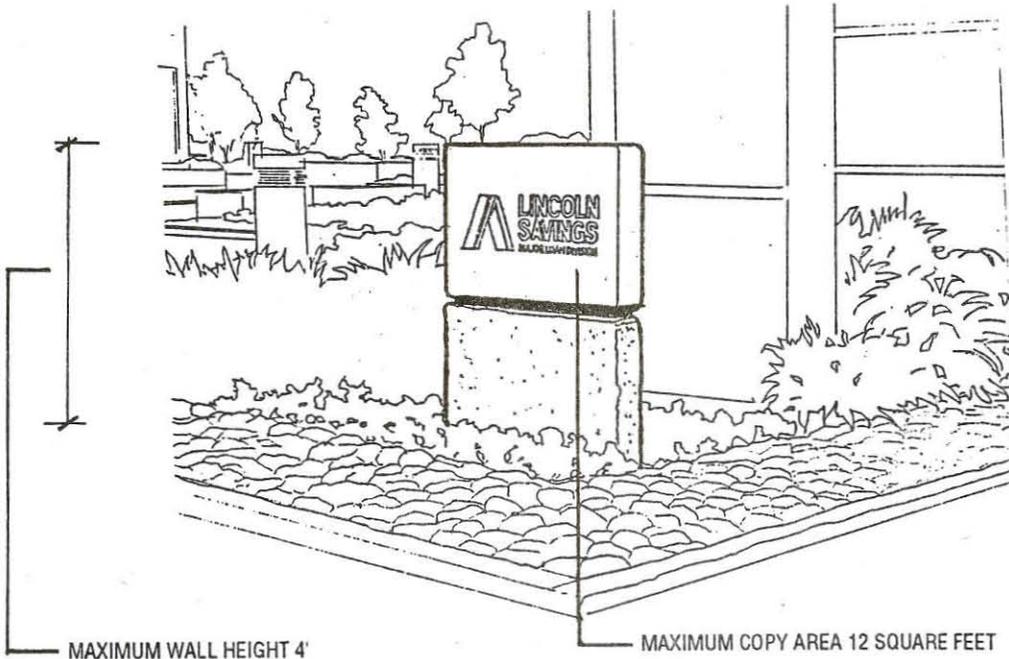


# H - 5

MINOR TENANT  
IDENTIFICATION  
SIGN (OFFICE  
BUILDINGS WITH  
INDIVIDUAL  
TENANT ENTRIES)



MAXIMUM COPY AREA 12 SQUARE FEET



MAXIMUM WALL HEIGHT 4'

MAXIMUM COPY AREA 12 SQUARE FEET



Carmel Valley COMMERCIAL

Retail/Town Center/Neighborhood Commercial Signage (Permanent)

Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Wall or Monument Height
( I1 ) Theater Wall-Mounted Posters	--	Single-faced	--
( I2 ) Theater Monument Marquee	(1) sign per theater	Single-faced or double-faced	6'
( I3 ) Theater Wall-Mounted Marquee	(1) sign per theater	Single-faced	--
( I4 ) Theater Identification Wall Sign/Primary	(1) sign per theater	Single-faced	5'-6" maximum sign face height
( I5 ) Theater Identification Wall Sign/Secondary	(1) sign per theater	Single-faced	2'-6" maximum sign face height

Note: Sign Types I1 through I5 shall also be allowed in Visitor Commercial use areas in accordance with these criteria.



Maximum Copy Area Per Sign Face	Copy	Locational Criteria	Other Provisions/Requirements
--	--	- Mounted on theater building wall at pedestrian level	- Front illuminated only - Framed
75 sq. ft. per sign face	- Theater name and logo - Movie listings (changeable copy)	- On the site of the retail center to which the theater relates	- Lettering only may be illuminated; backgrounds of changeable copy areas to be opaque and unlighted
75 sq. ft.	- Theater name and logo - Movie listings (changeable copy)	--	- Lettering only may be illuminated; backgrounds of changeable copy areas to be opaque and unlighted
80 sq. ft.	- Name and logo of theater	--	- Lettering only may be illuminated; no internally illuminated sign backgrounds
60 sq. ft.	- Name and logo of theater	--	- Lettering only may be illuminated; no internally illuminated sign backgrounds

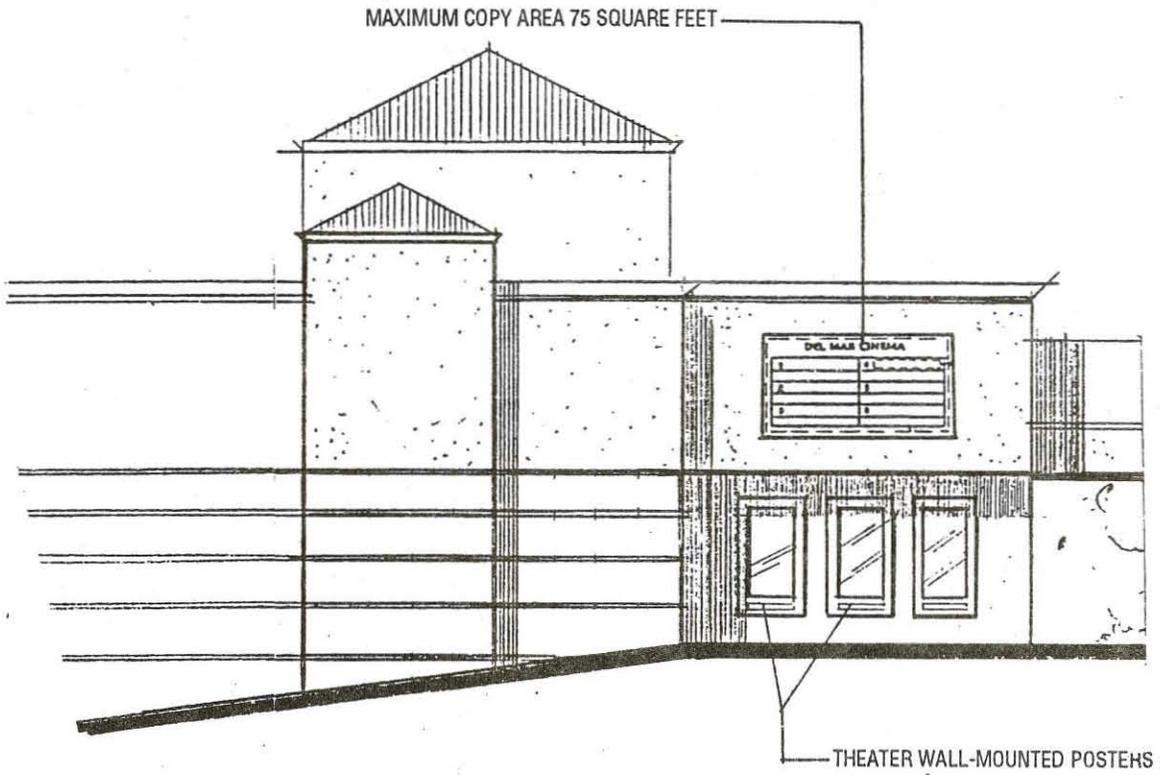


# I-1

THEATER  
WALL-MOUNTED  
POSTERS

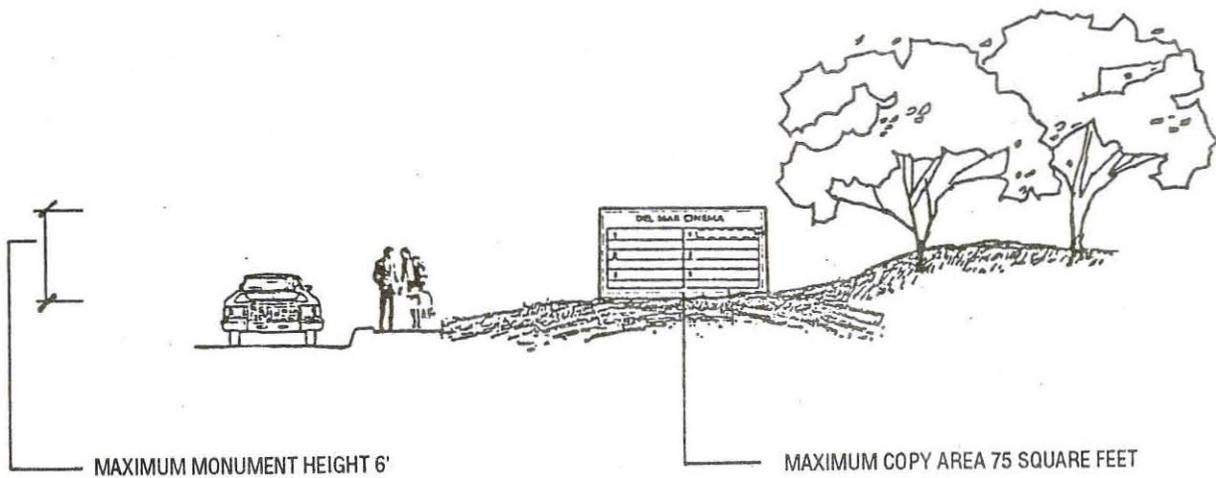
# I-3

THEATER  
WALL-MOUNTED  
MARQUEE



# I-2

THEATER  
MONUMENT  
MARQUEE



Carmel Valley COMMERCIAL

**Retail/Town Center/Neighborhood Commercial Signage (Permanent)**

Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Wall or Monument Height
(J1) Retail Main Project Identification Monument	(1) sign per project	Single-faced or double-faced	6'
(J2) Retail Project Entry Identification Monument	(1) double-faced or (2) single-faced signs per primary project entrance	Single-faced or double-faced	6'
(J3) Retail Major Tenant Identification Wall Sign	(1) sign per major tenant	Single-faced	5'-6" max. sign face height
(J4) Retail Major Tenant Identification Monument Sign	(1) sign per primary project entrance or street frontage	Single-faced or double-faced	6'
(J5) Retail Pad Tenant Identification Wall Sign	(2) signs per pad tenant Note: Three (3) wall signs per pad tenant shall be allowed if no (J6) monument sign is established	Single-faced	-16" max. letter height -24" max. logo height
(J6) Retail Pad Tenant Identification Monument Sign	(1) sign per pad tenant Note: Where three (3) wall signs (J5) are used, no monument sign shall be allowed	Single-faced or double-faced	-5' monument height -12" max. letter height

Matrix C.5

Maximum Copy Area Per Sign Face	Copy	Locational Criteria	Other Provisions/Requirements
25 sq. ft.	- Project name and logo	- Located at primary project entrances or street frontages	
25 sq. ft.	- Project name and logo	- Located at primary project entrances or street frontages	- Width of copy area not to exceed 8'
80 sq. ft.	- Major tenant name and logo	--	
25 sq. ft.	- Major tenant name and logo - (2) major tenant listings maximum per sign face - Project name and/or logo as secondary copy	- Located near project entrances or on primary street frontages - May be placed in median strips	- Width of copy area not to exceed 8'
32 sq. ft.	- Pad tenant name and logo - Limited to one logo per sign	--	- Must adhere to "50%/70%" Rule
25 sq. ft.	- Pad tenant name and logo	- Located on the site of the tenant pad	- Width of copy area not to exceed 8'

**Retail/Town Center/Neighborhood Commercial Signage (Permanent)**

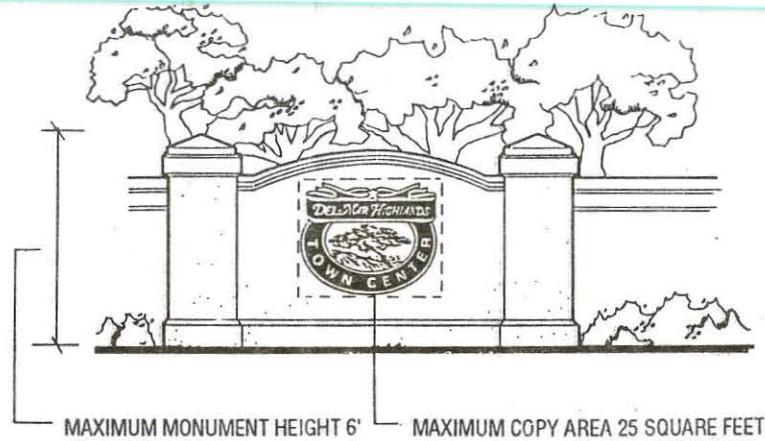
Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Wall or Monument Height
<b>( J7 ) Retail Minor and Mid-Size Tenant Identification Fascia Signs</b>	(1) sign (Type J7 or J8) per tenant building frontage	Single-faced	-18" max. capital letter height  -24" max. logo height
<b>( J8 ) Retail Minor and Mid-Size Tenant Identification Wall Signs  (On Open Fields)</b>	(1) sign (Type J7 or J8) per tenant building frontage not to exceed a maximum of two signs per tenant	Single-faced	-24" max. letter height  -Minimum 8'-0" above ground level
<b>( J9 ) Retail Tenant Identification Hanging Signs  (Pedestrian-Oriented)</b>	(1) sign per tenant building face	Single-faced or double-faced	Minimum 7'-6" height above street level
<b>( J10 ) Retail Mid-Size and Major Tenant Incidental Service Identification Signs</b>	(2) signs per mid-size tenant (4) signs per major tenant	Single-faced	--
<b>( J11 ) Retail Kiosk Identification Signs</b>	(1) sign per kiosk elevation not to exceed (3) signs per kiosk	Single-faced	--
<b>( J12 ) Retail Restaurant Menuboards</b>	(1) menuboard per restaurant building elevation	Single-faced	--

**Note:** Sign Types J1 through J12 shall be allowed for all retail uses, including Town Center and Neighborhood Commercial, in North City West in accordance with these criteria

Maximum Copy Area Per Sign Face	Copy	Locational Criteria	Other Provisions/Requirements
40 sq. ft. not to exceed 70% of storefront width	- Tenant name and logo	- Located on designated horizontal building fascia areas or sign bands	- Sign width must not exceed 70% of storefront width
60 sq. ft.	- Tenant name and logo	--	- Must adhere to "50%/70%" Rule
10 sq. ft.	- Tenant name and logo	- Located near tenant doorway entrances - May be placed under canopies	- May be used by major, minor, mid-size, and pad tenants
15 sq. ft.	- Generic description of products/services (e.g., Pharmacy, Liquor)	--	- Must adhere to "50%-70%" Rule
- 12 sq. ft. total for lettering and logo; logo not to exceed 9 sq. ft. - 8" high letters max (for lettering not part of logo) - 24" high logo max.	- Name and logo of company and product/service	--	- Applicable to Automatic Teller machine structures - Copy consisting of instructions and related information (e.g., for ATM machines) shall not be regulated or counted as part of the sign copy area
3" maximum letter height	- Restaurant name and logo - Menu lettering and graphics	- Wherever possible, menuboards should not be oriented to public right-of-way	

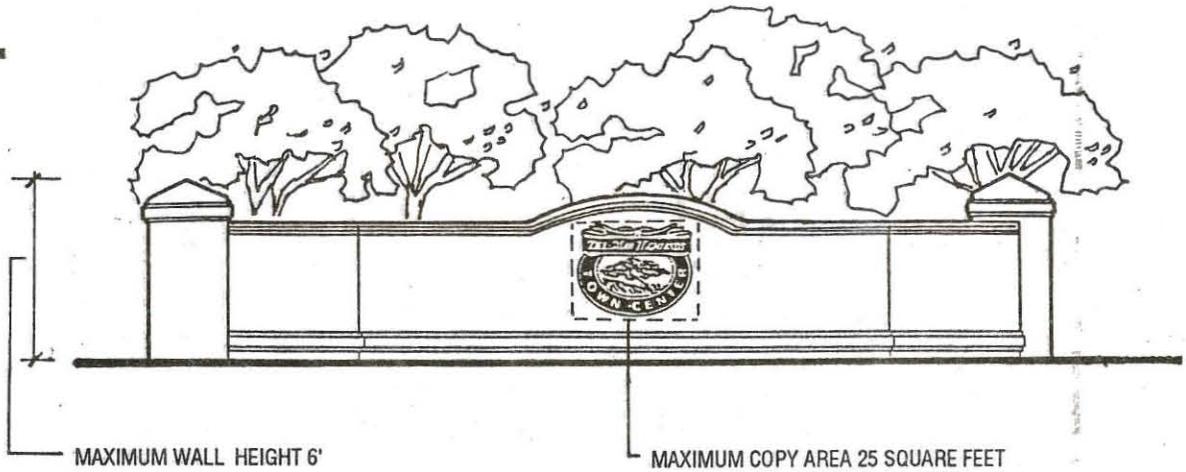
# J - 1

RETAIL MAIN  
PROJECT  
IDENTIFICATION  
MONUMENT



# J - 2

RETAIL PROJECT  
ENTRY  
IDENTIFICATION  
MONUMENT



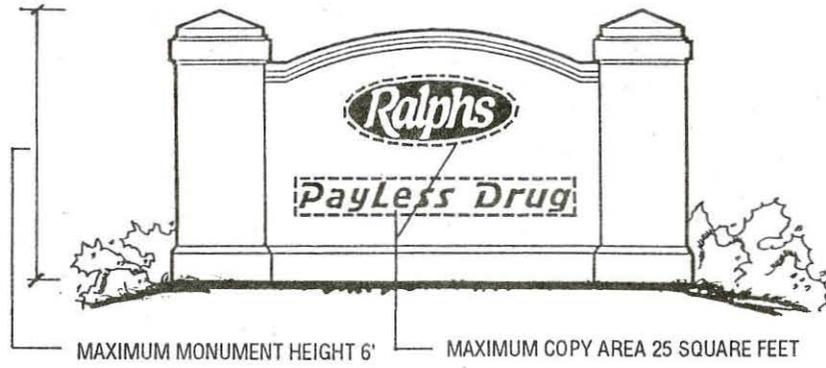
# J - 3

RETAIL MAJOR  
TENANT  
IDENTIFICATION  
WALL SIGN



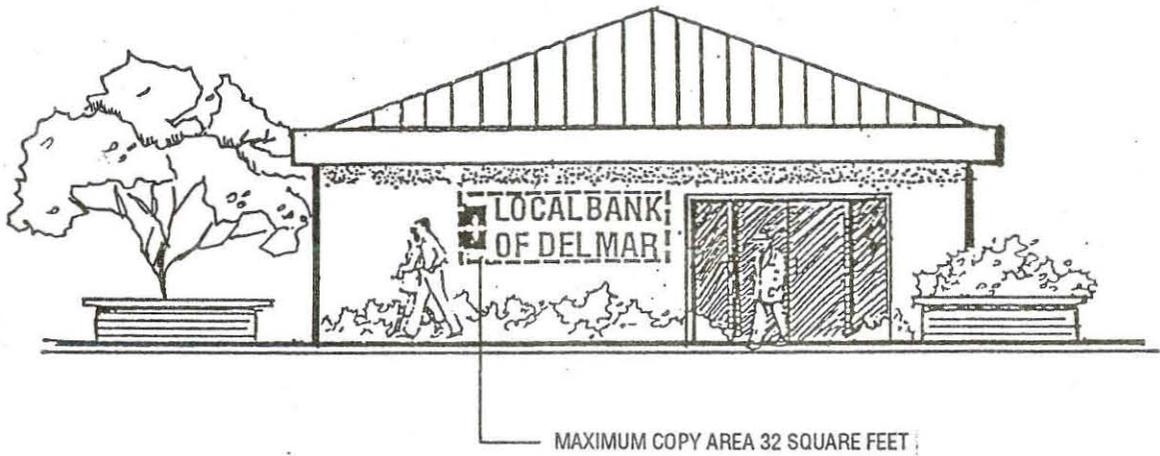
# J - 4

RETAIL MAJOR  
TENANT  
IDENTIFICATION  
MONUMENT SIGN



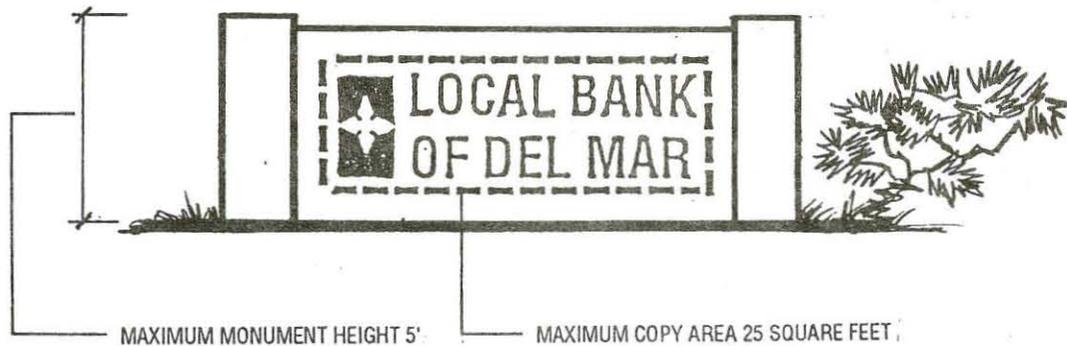
# J - 5

RETAIL PAD  
TENANT  
IDENTIFICATION  
WALL SIGN



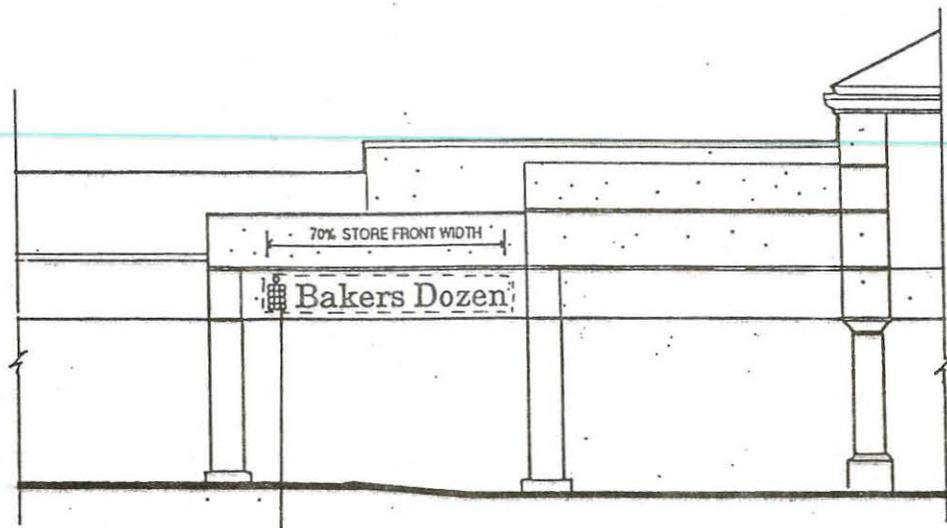
# J - 6

RETAIL PAD  
TENANT  
IDENTIFICATION  
MONUMENT SIGN



# J-7

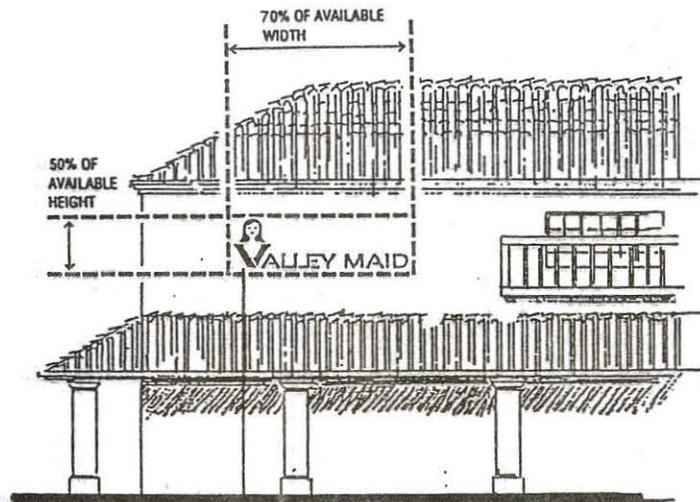
RETAIL MINOR  
AND MID-SIZE  
TENANT  
IDENTIFICATION  
FASCIA SIGN



MAXIMUM COPY AREA 40 SQUARE FEET

# J-8

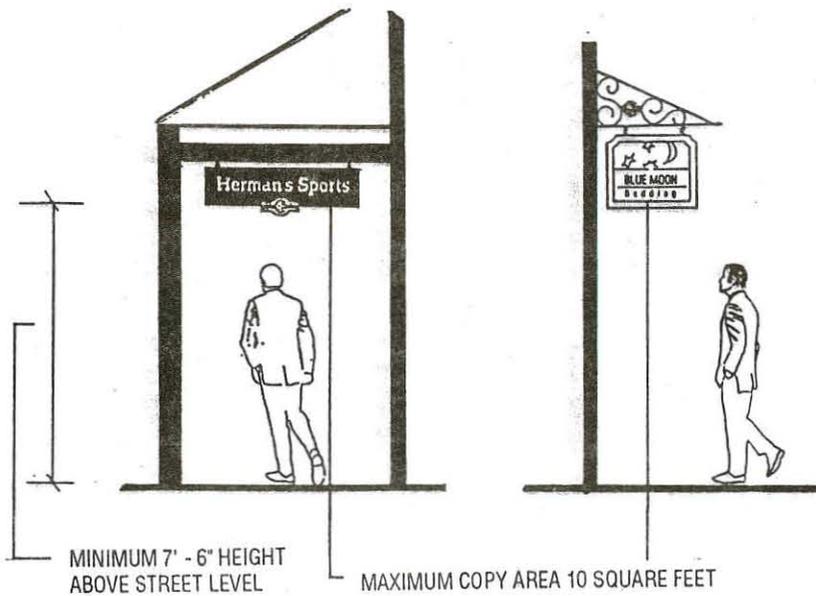
RETAIL MINOR &  
MID-SIZE TENANT  
IDENTIFICATION  
WALL SIGN



MAXIMUM COPY AREA 60 SQUARE FEET

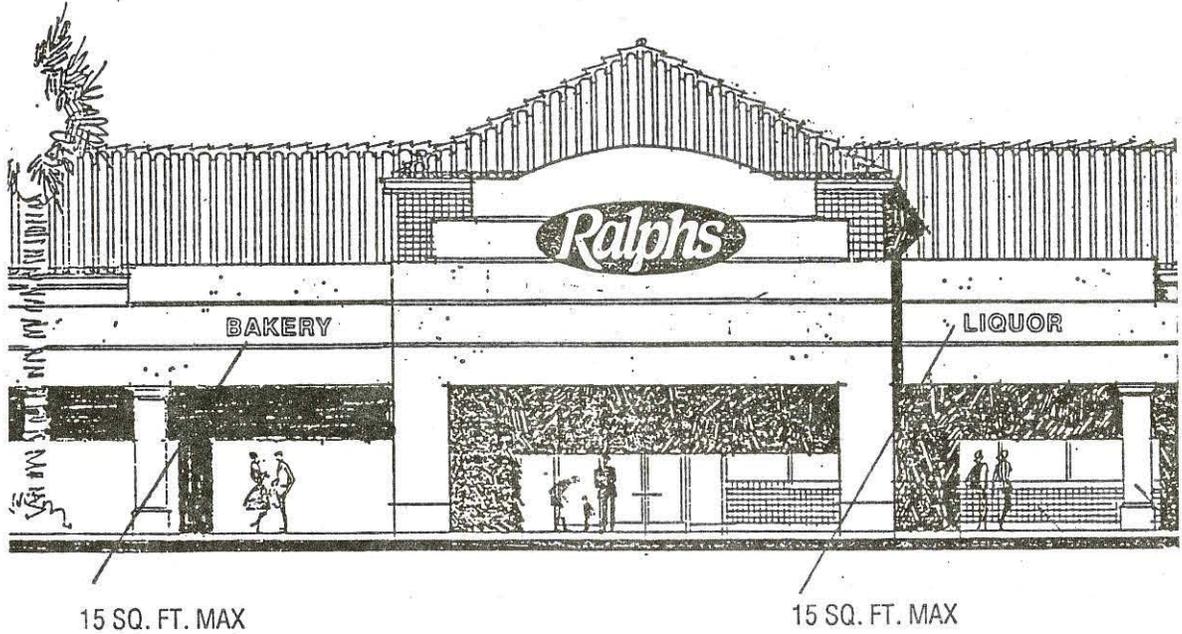
# J-9

RETAIL TENANT  
IDENTIFICATION  
HANGING SIGNS



# J - 10

RETAIL MIDSIZE &  
MAJOR TENANT  
INCIDENTAL  
SERVICE  
IDENTIFICATION



15 SQ. FT. MAX

15 SQ. FT. MAX

# J - 11

RETAIL KIOSK  
IDENTIFICATION  
SIGN



MAXIMUM COPY AREA 12 SQUARE FEET



## TEMPORARY SIGN DESIGN GUIDELINES (COMMERCIAL)

- Temporary sign types outlined in Matrix C.7 shall be boxed structures, enclosed on all four sides and the top for both single-faced and double-faced signs.
- Temporary commercial signs shall be non-illuminated.
- Temporary signs may be placed in setback and landscaped open space areas. Placement of signs in natural open space shall be prohibited.
- No freeway-facing temporary signs shall be allowed in Employment Center use areas, except for the existing T4 marketing sign (See Matrix C.7, Page 74).
- Snipes, add-ons, flags, and other post-design attachments shall be prohibited.
- Signs shall be maintained in good visual condition and removed upon final sales/leasing of the projects to which they relate.
- Temporary grand opening banner signs shall be allowed for commercial developments for up to 90 days. Area of such banner signs shall not exceed 100 square feet.
- Temporary signs shall be approved for a specific period of time, with permits renewable for successive and equal time periods thereafter. The following schedule shall apply:

### Temporary Commercial Sign Permit Period Schedule

<u>Sign Type</u>	<u>Permit Period</u>
Future Facilities Signs (T1)	2 Years
Construction Site/Marketing Signs (T2)	1 Year
Sales/Leasing Signs (T3)	2 Years

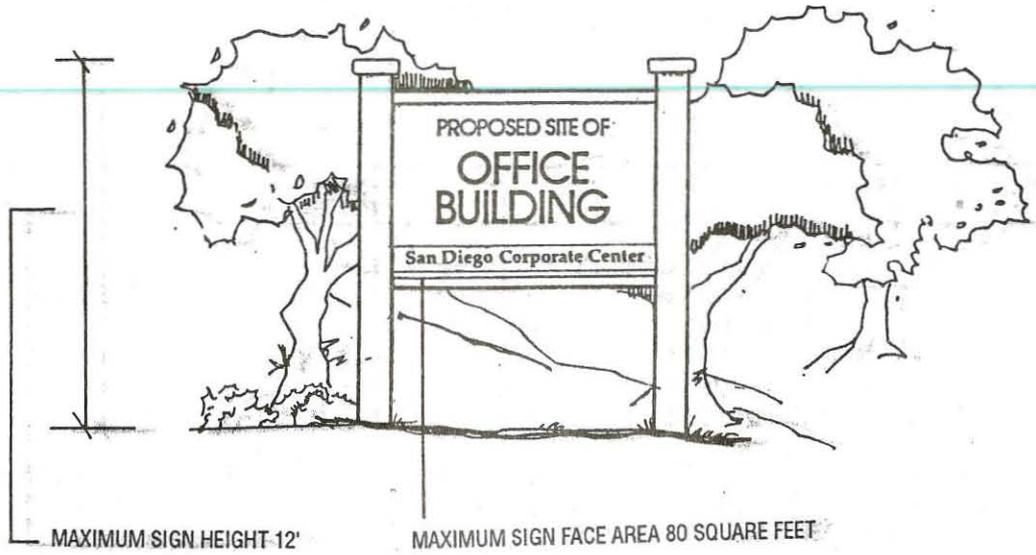
Carmel Valley COMMERCIAL

Commercial Signage/All Use Areas (Temporary)			
Sign Type	Maximum Quantity	Single-faced/ Double-faced	Maximum Sign Height
( T1 ) Future Facilities Sign	(2) signs per proposed site, not to exceed one sign per frontage	Single-faced or double-faced	12'
( T2 ) Construction Site/Marketing Sign	(1) sign per 500 feet of frontage on or adjacent to a public right-of-way, per building site, not to exceed two signs per frontage	Single-faced or double-faced	16'
( T3 ) Sales/Leasing Sign	(1) sign per 500 feet of frontage, on or adjacent to a public right-of-way, per building site, not to exceed two signs per frontage	Single-faced or double-faced	12'
( T4 ) Existing Project Marketing Sign (Freeway-Oriented)	(1) existing sign		

Maximum Sign Face Area Per Sign Face	Copy	Locational Criteria	Other Provisions/Requirements
80 sq. ft.	<ul style="list-style-type: none"> <li>- Community and Community Area Identification</li> <li>- Brief description and/or rendering</li> <li>- Proposed completion date</li> <li>- Developer's name and logo (Community Areas only)</li> </ul>	<ul style="list-style-type: none"> <li>- May be placed in setback areas</li> </ul>	<ul style="list-style-type: none"> <li>- General provisions for commercial temporary signs shall apply</li> </ul>
160 sq. ft.	<ul style="list-style-type: none"> <li>- Project name and logo</li> <li>- Project rendering &amp; description</li> <li>- Names and phone numbers of developers/consultants/contractors/occupants/leasing agents</li> <li>- Transaction/marketing information</li> </ul>	<ul style="list-style-type: none"> <li>- May be placed in setback areas</li> </ul>	<ul style="list-style-type: none"> <li>- General provisions for commercial temporary signs shall apply</li> <li>- For use during initial construction, marketing, and development period</li> </ul>
50 sq. ft.	<ul style="list-style-type: none"> <li>- Project name and logo</li> <li>- Type of transaction</li> <li>- Leasing agent name, logo, phone number</li> <li>- Brief description of product</li> </ul>	<ul style="list-style-type: none"> <li>- May be placed in setback areas</li> </ul>	<ul style="list-style-type: none"> <li>- General provisions for commercial temporary signs shall apply</li> <li>- For use during subsequent sales &amp; leasing</li> </ul>
		<ul style="list-style-type: none"> <li>- Existing sign/see location map on page # 85</li> </ul>	<ul style="list-style-type: none"> <li>- Sign may be used to market any/all commercial projects and may remain during the development phase of the San Diego Corporate Center</li> </ul>

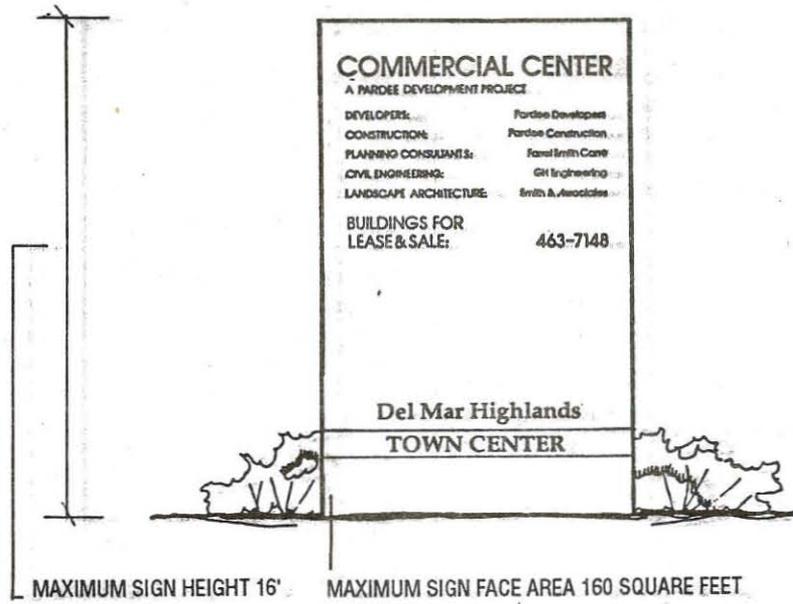
# T-1

TEMPORARY  
FUTURE FACILITIES  
SIGN  
(ALL COMMERCIAL  
USE AREAS)



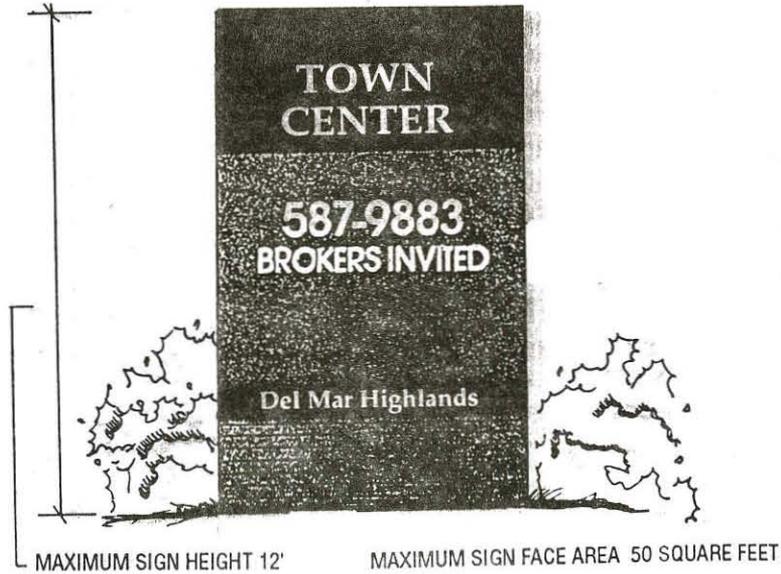
# T-2

TEMPORARY  
CONSTRUCTION  
SITE/MARKETING  
SIGN  
(ALL COMMERCIAL  
USE AREAS)



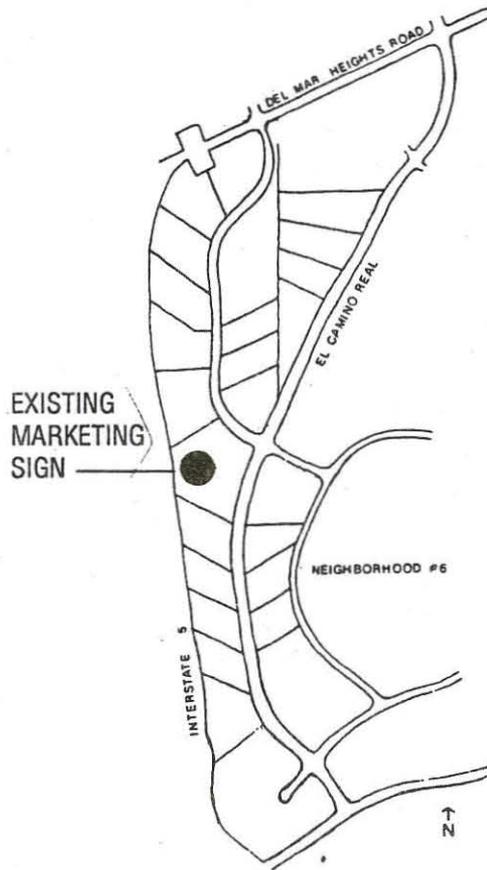
# T-3

TEMPORARY  
SALES/LEASING  
SIGN  
(ALL COMMERCIAL  
USE AREAS)



# T-4

TEMPORARY  
COMMERCIAL  
EXISTING PROJECT  
MARKETING SIGN  
LOCATION





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## **PUBLIC FACILITIES SIGNAGE GUIDELINES**



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## **PUBLIC FACILITIES SIGNAGE (COMMUNITY-WIDE)**

Public facilities signage includes signs for schools, parks, public libraries, fire stations, hospitals, community centers, public recreation areas, and open space. The following provisions shall apply:

- Signage for public facilities should reflect the architectural character of the associated project. Signs should have a residential quality and should incorporate permanent materials such as metal, masonry, or natural stone. The use of wood as a material for public facilities signage shall be discouraged.
- One (1) public facilities identification ground sign shall be allowed per principal street entrance. Signs may be single or double-faced freestanding monuments, or lettering may be applied to retaining or garden walls. Where signs are freestanding monuments, height shall be limited to 6 feet. Copy area shall not exceed 60 square feet. Illumination shall be accomplished by front lighting and/or silhouette lighting.
- One (1) identification wall sign shall be allowed per building elevation facing the public right-of-way. Copy area shall not exceed 50 square feet, and signs may be front lighted.
- Copy for public facilities identification signage may include the name and address of the facility, the date established, and the community area identification.
- Secondary site signs shall be provided on each facilities site in accordance with the overall guidelines for secondary site signs. Quantities shall be as required for control, regulation, direction, and safety.



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## **SECONDARY SITE SIGNAGE GUIDELINES**



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## SECONDARY SITE SIGNS (COMMUNITY-WIDE)

Secondary Site Signs are signs other than the primary project or tenant identification signs and include:

- address signage
- entrance signs
- directory maps and listings
- directional signs, both pedestrian and automobile-oriented
- unit number signs
- parking and traffic control signs
- informational signs such as identification for public restrooms
- building entrance signs
- restaurant menuboard
- other code required signs

Secondary site signs are not to be visible from the public right-of-way, with the exception of entrance signs, parking control signs, and address signs which should be oriented toward the public right-of-way. All secondary site signs shall be designed as a family of signs. Selected elements such as typestyle, layout, form, detail, colors and materials, shall remain consistent within each sign "family".

A strong connection shall be maintained between secondary site signs and the project architecture and landscaping. Elements of color, material, scale, form and detail shall be reflected in the signage. Signs shall fit comfortably, never crowding the architectural and landscape elements in the immediate vicinity.

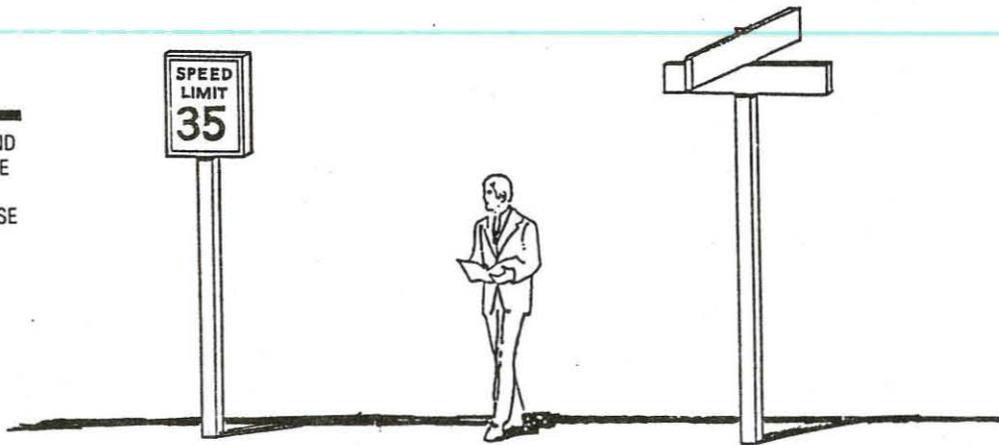
Secondary site signs may be freestanding or wall-mounted. Freestanding signs should generally be less than (4) feet in height, with the exception of tow-away, handicapped, address, clearance and traffic regulatory signs, which shall conform to the regulations and safety standards established by the City of San Diego. Traffic regulatory signs may be reduced in scale where viewing distances are diminished. Maximum copy area for all secondary site signs shall be 12 square feet.



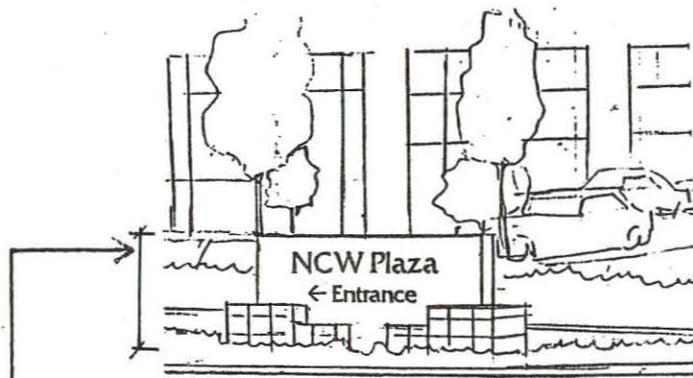
# C&D

DIRECTIONAL AND  
SECONDARY SITE  
SIGNS (ALL  
COMMERCIAL USE  
AREAS)

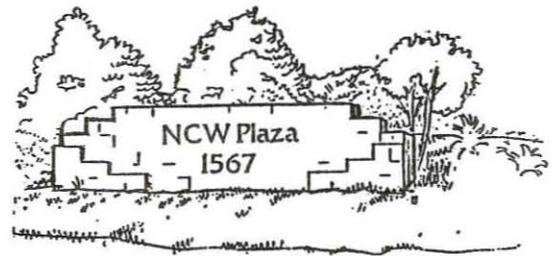
TYPICAL



CONSISTENT SIGN MATERIALS AND COLORS



MAXIMUM WALL HEIGHT 5'



SIGN MATERIALS TO MATCH ARCHITECTURAL MATERIALS AND COLORS





